



## KENTUCKY EMERGENCY MANAGEMENT

**Andy Beshear**  
Governor

Boone National Guard Center  
100 Minuteman Parkway  
Frankfort, KY 40601-6168

**Eric Gibson**  
Director

### **CSEPP-KYEM Wednesday Webinar** **November 20, 2024- Virtual Media (Zoom®)** **Noon EST** **Offered by KYEM & CSEPP**

**Webinar Title:** *Data-driven decisions: How to get the most out of your social media analytics*

**Description:** When minutes matter, how do you know you'll effectively reach your audience on social media? Data-driven decisions: How to get the most out of your social media analytics will guide agencies in defining their social media goals, identifying their audience(s), determining what analytics to collect and how to evaluate performance against goals. Finally, we'll explore how analytics can be tracked and presented both internally and to stakeholders.

**Special Notes:** Advance student registration is **REQUIRED** and must be received by **November 15, 2024**. You are considered accepted as a student in this class upon receipt of your application. Once you have registered you will be sent the link to log in.

**Registration:** [https://forms.logiforms.com/formdata/user\\_forms/25701\\_7726379/383754](https://forms.logiforms.com/formdata/user_forms/25701_7726379/383754)  
Students will be notified if the course is canceled. For this reason, it is imperative that you provide accurate contact information.

**Wednesday Webinar Series:** The Wednesday Webinar Series was established to provide Public Information Officers (PIOs) and other communication related fields with virtual opportunities to address topic specific issues in quick 1-hour monthly webinars. Monthly topics and featured speakers will be selected and scheduled accordingly to help provide attendees with real-world application to the following: planning and developing a process with clearly defined procedures to gather and provide accurate, timely, and accessible information on an event as it approaches or as it has occurred.

**For more information, contact:**  
David Davis, CSEPP Public Information Officer  
[david.davis@ky-em.org](mailto:david.davis@ky-em.org), (502) 607-1049

## CSEPP-KYEM Wednesday Webinar Featured Speakers Biography



**BRONLEA MISHLER, M.ED.**

**Argonne Associate**

**Decision and Infrastructure Sciences  
Division**

Bronlea Mishler is a public relations and communications professional who owns Bronlea M Consulting, a firm offering training and communications guidance to government agencies. Previously, Bronlea spent more than a decade as a communications director and crisis communications expert for city and county governments in Washington state.

Bronlea managed social media for the 2014 SR 530 landslide and coordinated communications for the 2014 Marysville-Pilchuck High School shooting and 2016 Cascade Mall shooting. She has also served as lead spokesperson and communications manager for smaller jurisdictional emergencies and weather events. Bronlea is a FEMA-certified instructor for the National Disaster Preparedness Training Center, for FEMA's Emergency Management Institute, and for Argonne National Laboratory.

Bronlea has a Master of Education degree with a concentration in Adult Education.

[www.bronleamconsulting.com](http://www.bronleamconsulting.com)

## **CSEPP-KYEM Wednesday Webinar Featured Speakers Biography**



**Kyle Nelson, M.S.**

**Meteorologist**

**Weather & Social Media  
Educator**

Kyle Nelson is a seasoned educator and connector who bridges the gap between technical expertise and clear communication. Leveraging experience in emergency management, meteorology, and telecommunications, he equips communities with the knowledge and tools to communicate effectively and make data-driven decisions on social media.

Kyle has served as Training Coordinator for the State of Colorado’s Virtual Operations Support Team and as a 911 Dispatcher, where he coordinated and supported digital media monitoring and communications for presidential debates and dignitary visits, the 2015 Planned Parenthood shooting in Colorado Springs, 2017 Oroville Dam crisis, 2018 Lake Christine Fire and many years of Winter X Games.

Currently, Kyle is a Telecommunications Project Engineer & Trainer with Pitkin County, and a Mountain Weather Forecaster & Ski Patroller at Buttermilk Mountain. He also serves as Planning Section Chief for the Pitkin County and Northwest Colorado Type 3 Incident Management Teams, and instructor for FEMA’s National Disaster Preparedness Training Center.

[www.wxkylenelson.com](http://www.wxkylenelson.com)