Dear <BOSS>

I would like to seek approval for attending an upcoming training course in the use of social media and crisis communications, which is coming to our area, <DATE>.

The Social Media & Crisis Communications Training Course is going to be hosted by, <INSERT HOST AGENCY> in partnership with TwelveSixtySix.com and retired police sergeant, Tim Burrows.

Twelve Sixty Six is one of the top training agencies for law enforcement professionals to access the latest communications and media strategies to help create stronger communities and provide valuable and trusted influence in the social space.

Twelve Sixty Six focuses on <pick best options for you: social influence, content marketing, analytics and ROI, online community building, Facebook marketing, social media management, campaign building, crisis communicaitons> that are very relevant to my job challenges right now.

The training will really help us improve our <topic> results. This training, centering on our specific needs can help us:

- Make our messages stand out

- Prove the ROI of our social media

- Track social media activity

- Risk Management

- Outline a social media policy that protects our agency

- Cross train throughout our department so we are not reliant on a limited number of officers who can safely use social media

-Techniques for increasing our visibility and engaging our community

You can check out the training information at TwelveSixtySix.com

I am confident you will see this as a worthwhile investment. It is an opportunity for us to receive invaluable educational sessions and gain specific industry knowledge that will help us reach out to our community, build our brand, engage our members and help us to build trust and relationships with the citizens we serve.

My attendance at this training will pay off for years to come for both <Agency Name> and the citizens of <City/Jursidiction Name>

Sincerely,

<Your Name>