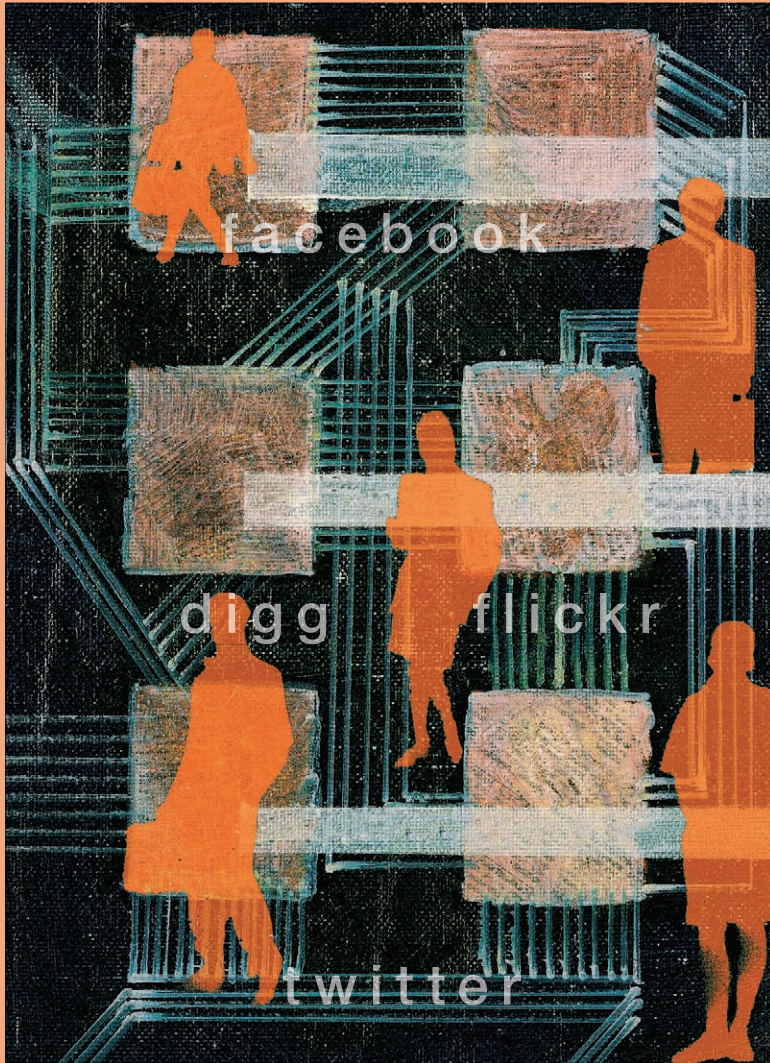


ML912 Social Media and Web 2.0: Engaging Community and Achieving Mission



Join us for this innovative symposium at the Chicago NeighborWorks® training institute where you won't just learn about cutting-edge social media tools, you'll experience them. You don't need to Twitter, Flickr, Facebook or Digg to reap the benefits of this powerful day of learning!

Chicago, Illinois

August 17-21, 2009

The Palmer House Hilton

17 East Monroe St., Chicago, IL 60603

312-726-7500

Whether you're an executive director, a board member, a community organizer or housing counselor, you understand that relationships are central to your work. The use of social media and online social networking are revolutionizing the ways people interact, communicate and share knowledge – essentially, how we all manage our relationships on a day-to-day basis. In the community development field, many nonprofits, municipal government departments and other organizations are leveraging social media tools to enhance their visibility, share knowledge and communicate more effectively.

When used effectively as part of an overall communication strategy, social media tools can help your organization maintain and broaden relationships, while connecting with communities in new and exciting ways. The return on your time, energy and resources can be much greater than your

WHO SHOULD ATTEND:

- » Executive directors
- » Program managers
- » Marketing and outreach staff
- » Fundraising staff
- » Municipal government staff
- » Community organizers

investment if you are strategic in your approach. But how do you decide what role social networking plays in your larger communications plan? Can it help you to better engage all

your audiences? What tangible benefits can these new tools deliver, in these financially challenging times, without breaking your bank?

This symposium will showcase innovative uses of the latest social media in the field of community development, and help you examine the relevance of these tools for your organization. Experts and early adopters of social media and social networking will discuss the challenges and opportunities for nonprofits when considering new technology and tactics for enhancing organizational mission. The highly interactive sessions will demystify the many social media tools available, and demonstrate how social networking can provide almost-instantaneous, cost-effective benefits to you and your organization. Participants with experience in social media will have the unique opportunity to compare notes and share best practices with other power-users. Whether a novice or web-savvy communicator, you'll come away with the ideas and concepts to analyze your situation and determine which tools you want to employ, and how.

Why Social Media?

“If the last 100 years was about gaining efficiency and innovation through scale and tight control of resources and communications, the next 100 will be about finding more fluid, open models of collaboration and cooperation.”

— Joshua-Michele Ross, “Why Business Needs to Get Social,” *Forbes.com*

“Over half of the adult internet population is between 18 and 44 years old. But larger percentages of older generations are online now than in the past, and they are doing more activities online.”

— Sydney Jones and Susannah Fox, “Generations Online in 2009,”
Pew Internet and American Life Project

“Your story can spread fast online, enabling you to make an even bigger difference. Your story and connection to a cause, while personal in nature, is likely relevant to a larger audience than you may realize - especially online.”

— Katya Andersen and Stacie Mann, “The Wired Fundraiser: How Technology is Making Fundraising ‘Good to Go,’” *Network for Good*

“The top philanthropists of this generation will not be the ones with the most money, they will be the people who are best able to influence where the big money goes.”

— Sean Stannard-Stockon, founder of *TacticalPhilanthropy.com*

FREE AFTERNOON WORKSHOPS! Not sure what the social media buzz is all about? Don't miss these great learning opportunities! NeighborWorks® is offering free workshops on Monday and Tuesday afternoon to give you a crash course in how social media tools like **Facebook**, **YouTube**, **Flickr** and **Wordpress** work. This social media primer will help you better understand what these tools are and how they can be used.

Symposium highlights include:

- ▶ understanding the value social media offers nonprofit organizations
- ▶ using a strategic approach to integrate social media and mission
- ▶ mastering the art of telling your story through social media
- ▶ engaging your community for increased fundraising and volunteerism
- ▶ exploring the use and application of various social media tools
- ▶ learning tips for success and how to avoid mistakes, from experts and practitioners who actively use social media in their work

Engage with the community development field, and grow your abilities and your career. Join us on www.LeadersforCommunities.org — the new professional networking site for leaders and emerging leaders in the community development field — and find innovative ideas, career growth resources and answers to your toughest challenges!

LeadersforCommunities