From: Roush, Kimberly

To: Apaliyah, Godwin; Barnes, Meagan; Barni, Marie; Blaine, Thomas; Bond, Cynthia; Bowen-Ellzey, Nancy; Bowling, Chester; Civittolo, David;

Colbert, Susan; Crusey, Rachel; Davis, Gregory; Fox, Julie; Gabriel, Tory; Gibson, Franklin; Ag Law; Heimlich, Joseph; Leis, Cynthia K.; Lichtkoppler, Frank; Lloyd, Edwin; Lucente, Joseph; Lukshin, Darlene; Merkowitz, Rose; Meschkat, Erika E.; Moon, Gregory; Moss, Myra; Nesbitt, Rebecca; Odrumsky, Sandra; Ordaz, Donald; Orlando, Sarah N.; Raison, Louis B. (Brian); Romich, Eric; Roush, Kimberly; Wilson, Myra

Cc: Schmiesing, Ryan; Thomas, Jerold; Seger, Jamie; Gottke, Heather; Johnson, Teresa; Moser, Mitchell

Subject: OSU CFAES CommTech Social Media Workshops
Date: Thursday, August 08, 2013 10:54:10 AM

Attachments: image004.png

Hello Community Development Techies (yes, this means you...soon to be techies also):

Below is information on upcoming Social Media Workshops that will help you develop a strategy to interact, share, and market your programs to your clients online.

Have a great day!

Kim



Are you in the middle of the social media conundrum?

Well, here is a workshop for you. Mitch Moser is spearheading the coordination of the CFAES Communication and Technology sponsored Social Media Workshop. This workshop will help you create a strategy for those pieces of the "meet the clients where they are" puzzle.

There are four workshops with the same agenda at different locations around the state:

July 31	September 3	October 16	November 14
8:30 a.m. to 4:30 p.m.	9:30 a.m. to 4:00 p.m.	9:30 a.m. to 4:00 p.m.	9:30 a.m. to 4:00 p.m.
OSU, OARDC Campus 121 Fisher Auditorium Wooster, Ohio	OSU, Nationwide and Ohio Farm Bureau 4-H Center 2201 Fred Taylor Drive Columbus, Ohio	OSU, Lima TBD	OSU, South Centers 1862 Shyville Road Piketon, Ohio
\$15 (lunch included)	\$15 (lunch included)	\$15 (lunch included)	\$15 (lunch included)
Register by	Register by	Register by	Register by
July 26	Aug 30	TBD	TBD

To register for the Columbus session, go to

http://www.regonline.com/cfaessocialmediastrategyworkshopcolumbus

(subsequent session registration links to follow)

The training will start with a keynote address from Mindset Digital entitled "The New Realities". The session will examine the shifts that have occurred in the way people find and use information. Understanding these shifts will help you get noticed by a distracted audience that is often overwhelmed by the amount of information coming at them daily.

Other agenda items include: Developing a Social Media Strategy

Guidelines and Best Practices for using Facebook and Twitter

The workshop will focus on strategy and how to use social media as a professional. We will not be covering the basics of how the social media channels work.

The day is broken into three sections:

First, we will look at why it is important for us to use social media as professionals.

Second, we will talk about how to develop a social media strategy and you will have some hands-on time begin developing your own strategy.

Third, we will see how strategy is applied to Facebook and Twitter by looking at guidelines and best practices and lessons learned from a social media campaign.

The speakers are:

Debra Jasper became Director of the Kiplinger Program in 2004, after spending nearly two decades as an award-winning journalist. She holds a Ph.D. from Ohio State in Educational Policy and Leadership, and wrote her dissertation on the art of powerful storytelling. Formerly the Statehouse Bureau Chief for The Cincinnati Enquirer, she has two degrees in journalism.

Betsy Hubbard was a former program officer at Pew Charitable Trusts, where she oversaw millions of dollars of related research and projects. She has an M.A. in Public Policy from the University of Minnesota and a B.A. in political science from Goucher College, with a year spent studying at the London School of Economics.

Jamie Seger, OSU Extension Miami County

Mitch Moser, Social Media Specialist, CommTech

Join the fun and walk-a-way with a strategy!

Social Media Workshop Schedule:

9:00 – 9:30	Doors Open	
9:30 - 11:30	New Realities in Communication Debra Jasper, Betsy Hubbard – Mindset Digital	
11:30 – 12:30	Lunch	
12:30 – 1:30	Developing a social media strategy Mitch Moser – Social Media Specialist	
1:30-1:45	Break	
1:45 – 2:45	Best Practices and Lessons Learned in a Facebook campa Jamie Seger – Extension Educator	
2:45 – 3:00	Break	
3:00 – 4:00	Guidelines and best practices for Twitter Mitch Moser	



Kimberly Roush

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