



# Building Blocks for Non-Profits There Is No Such Thing As A Free Lunch – Social Media For Non-Profits

Wednesday, May 12, 2010

8:30 a.m. – 11:30 a.m., Pre-registration at 8:15 a.m.

### Program Overview

While it is true that social media platforms such as Facebook, Twitter, and YouTube provide free communication channels for individuals and organizations, it is important to recognize that they come with a cost – time. For these channels to work effectively requires both an understanding of the unique technical and interpersonal dynamics of social media as well as a sustained commitment to invest time in creating a movement.

In this program David Bowman will discuss how social media is driving societal change and provide you with tips, tactics, and ideas to help you leverage social technology to strengthen your organization and change your world. David will provide an overview of popular social media platforms, identify common causes of failure with the use of social media, and offer simple advice for successfully incorporating social media into your organization.

### The Presenter

#### David D. Bowman

Chief Marketing Strategist for Penny/Ohlmann/Neiman, David uses his knowledge of business strategy, passion for creative expression, and skills of communication to help people achieve the remarkable. He obtained his Bachelor’s degree in Political Science from Wright State University and MBA with a concentration in Marketing from the University of Dayton. Professionally David has worked with both large and small companies including Lucrum, Hafenbrack Marketing, Ohio Financial Group, Cintas, Relizon, and Reynolds & Reynolds, where he developed and executed strategies for business growth. An accomplished presenter and public speaker, David has addressed thousands of people at numerous institutions and organizations on topics such as social media, creativity, business, and marketing. David serves on the Board of the Epilepsy Foundation and the Marketing Committee of the Dayton Rotary Club.

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(Attendee's Name)

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**Building Blocks for Non-Profits training programs are held at The Health Foundation of Greater Cincinnati located in the Rookwood Tower, 5<sup>th</sup> floor 3805 Edwards Road Cincinnati, OH 45209**

Building Blocks is made possible in part by the following partners:

