

Building Blocks for Non-Profits
Social Media – Strategic or Flying By The Seat Of Your Pants
Wednesday, August 10, 2011

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

Program Overview

Most of us in “nonprofitdom” are convinced social media needs to be in our tool box and have begun using it to support our mission. But are we really clear on the implications of social media and the best ways to use these powerful tools? Join us and learn more about:

- What is Social Media?
- What are key Social Media Platforms?
- Why Use Social Media?
- Strategy Roadmap
- Social Media Benefits
- How are organizations impacted by Social Media usage?
- Social Media Etiquette.



The Presenter

Nikki Means, Founder and CEO of Project Socialize Nikki is a champion of social media tools and technologies, who has created or implemented successful social media programs for small and mid-size businesses in the specialty food and beverage industry, non-profit education sector, and professional services. She is fluent in the use and management of social media strategies, website and blog development, SEO, and mobile marketing, while actively staying abreast of the constantly evolving Web 2.0 technologies.

Prior to founding Project Socialize, Nikki spent more than a decade in leadership roles in the banking and financial services industry. She received her BA from the University of Cincinnati, MBA from Wesleyan University and Project Management Certification from Xavier University.

Please return this form by August 3 with your organization's check for \$25 (\$35 for non-members) made payable to ReSource. **Please note we have a 24 hour cancellation policy in order to receive a refund.** Mail application and check to:

August 2011 Seminar Registration

ReSource (Phone 513.554.4944)
 3610 Park 42 Drive (Fax 513.554.4966)
 Cincinnati, Ohio 45241



Seminar Location: Programs are held at The Health Foundation of Greater Cincinnati located in the Rookwood Tower, 5th floor 3805 Edwards Road Cincinnati, OH 45209

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