



Building Blocks for Non-Profits Navigating Social Media For Best Outcomes

Wednesday, April 8, 2015
8:30 a.m. – 11:30 a.m., Pre-registration at 8:15 a.m.

Program Overview

Gain additional understanding about how social media can support your non-profit's very important work including volunteer recruitment and communication, funding development and service promotion. This interactive learning experience will cover:

- Social media best practices including issue centric content
- Trends in social media
- Understanding what platforms work best for what purposes and audiences
- Social media management tools that improve efficiencies
- How to develop a social media plan

The Presenter

Joanne Westwood, president of Westwood Virtual Associates, LLC is a certified social media and internet marketing specialist. Joanne has 5 years of experience in assisting local non-profits in developing successful marketing strategies.

A graduate of the University of Colorado at Boulder where she earned a BA in Theatre, Joanne has experienced firsthand the challenges non-profits face due to limited resources and burgeoning client needs. She has worked in a variety of non-profit sector environments including retirement communities and municipal senior centers.

Today, Joanne consults with numerous local charities including Back2Back Ministries and At Work on Purpose helping them design successful marketing strategies that include social media. An active community volunteer, Joanne serves on the Communications Committee to Prevent Blindness.

Please return this form by April 1 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:

April 2015 Seminar Registration

ReSource

3610 Park 42 Drive

Cincinnati, Ohio 45241

(Phone 513.554.4944)

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(Attendee's Name)

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(Organization's name)

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Seminar Location: Programs are held at Interact For Health located in the Rookwood Tower, 5th floor 3805 Edwards Road, Cincinnati, OH 45209

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