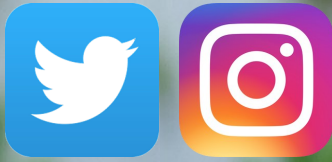


Social Media Nuances & the Impact on your Organization



**Tuesday
March 3, 2020
9:30 am - 12:00 pm**

Registration starts at 9:00 am
Community Development Halton
3350 South Service Road
Burlington



This workshop will identify the value and procedures to consider when approaching social media tools for nonprofit organizations; namely **Instagram** and **Twitter**. The goal is to identify how each tool provides utility and what to do when trying to capitalize on your organization's online presence.

KEY LEARNINGS:

- 1) Designing a social media strategy
- 2) Planning and executing your digital communication and applied social media practices
- 3) Monitoring and evaluating your social media strategy/content.

PRESENTER: CHRIS BINT is the Founder and Chief Learning Officer at Tech Coaches, a technology education company focused on helping people understand technology. For over a decade, Chris has been a technology educator, with roots grounded in applied research conducted at Sheridan College's Centre for Elder Research. In 2008, Chris Co-Founded Elder Technology Assistance Group (ETAG), a registered Canadian charity devoted to supporting technology use for seniors 55+. His 10,000+ hours of experience as a teacher of adult students in the non-profit sector led Chris to starting Tech Coaches, as a mechanism to boost digital literacy for many more people, communities, and organizations.



Registration: cdhalton.ca/events

Fee: \$75 Community Associate

\$95 Not Community Associate

Contact for more information: 1-855-395-8807 or

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