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Social Media 2.0 for Nonprofits



Thu., April 12, 2012

8:30 a.m. - 3 p.m.

Charlotte Office, Charlotte, N.C.

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Overview

The Federal Reserve Bank of Richmond, in partnership with the North Carolina Center for Nonprofits and United Way of Central Carolinas will host a day-long social media workshop for nonprofit organizations. The workshop will be a hands-on, interactive opportunity to better understand how to build an effective social media strategy to promote and grow a nonprofit organization in today's marketing landscape. This session will help nonprofit leaders understand the value of social media and how they can achieve their missions by harnessing its potential.

Topics will include:

- How to drive a nonprofit organization's marketing, fundraising, volunteer recruitment and public relations through social media
- Determining when using social networking is a sound strategy
- How the implementation of a comprehensive social media strategy can enhance the activities of nonprofit organizations
- How social networking can help a nonprofit organization build a network of community support
- Understanding and implementing different social media tools

Attendance is free but registration is required.

Audience

This workshop is suited to nonprofit leaders whose organizations have a website or social media presence and who are looking to increase their use of social media. Attendees should plan to bring laptops, smart phones, tablets or other portable communications devices that may be used to launch or expand a social media strategy. The workshop will be led by experienced professionals who have been working with electronic content creation for over a decade.

Registration

Deadline: April 12, 2012

Registration has closed. Thank you for your interest.

Contact Us

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