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San Francisco Social Media for Social Justice: Intensive Workshop with Deanna Zandt - March 5, 2012

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You know about social media. You know that you've got to get on board with it for your organization, or for your own activist work. You may have even signed up for Twitter or Facebook already, but you don't know where to start. What are the right tools to use? What do I say? Why are other people doing this? And, perhaps, most importantly: how the hell do I know if it's working?!

In this introductory intensive workshop, we'll cover everything from the culture and politics of social media (and why that's critical to understand), to the essential elements of a social media strategy, to some tools to manage your presences efficiently, to metrics and analytics to keep you on track.

This workshop is designed for social media beginners who work with social justice movements, labor unions, community organizers, and media makers who want to know how and why to incorporate new tools into their practice.

Monday, March 5, 2012, 1 to 5 PM at the Women's Building - Audre Lorde Room, 3543 18th Street, 2nd Floor, San Francisco, CA 94110

About the presenter:

Deanna Zandt is a media technologist and the author of *Share This! How You Will Change the World with Social Networking* (Berrett-Koehler, June 2010). She is a consultant to key progressive media organizations including AlterNet and Jim Hightower's Hightower Lowdown, and is a Research Fellow at the Center for Social Media at American University. Zandt specializes in social media, is a leading expert in women and technology, and is a frequent guest on CNN International, BBC Radio, Fox News and more. She works with groups to create and implement effective web strategies toward organizational goals of civic engagement and empowerment, and uses her background in linguistics, advertising, telecommunications and finance to complement her technical expertise. She has spoken at a number of conferences, including Netroots Nation, SXSW Interactive, Personal Democracy Forum, the National Conference on Media Reform, Facing Race, Web 2.0 Expo, Bioneers, America's Future Now (formerly "Take Back America,") Women Action & The Media, and provides beginner and advanced workshops both online and in person.

Deanna's website is http://www.deannazandt.com

"One of the strengths of Deanna's presentations is her on-the-ground experience with a variety of organizations and individuals. She incorporates case studies and shares real life successes and failures with social media marketing in a way that feels both accessible and inspiring for audience members. Deanna goes beyond the lingo and into the real issues." —Sara Zia Ebrahimi, Outreach and Events Consultant, Leeway Foundation

"She is a social network revolutionary, and a rockstar speaker on top of that." —Helmut Sussbauer, Head of Innovation Management, Deutsche Telekom AG

"Deanna's workshop provided immediate return on investment by giving participants skills and tools they could use instantly. With an appealing mix of tech talk, humor, and empathy for the newbies, she got high marks from a tough crowd." —Ruth Ann Harnisch, President, The Harnisch Foundation

Registration

This workshop takes place Monday, March 5, 2012, 1 to 5 PM at the Women's Building - Audre Lorde Room, 3543 18th Street, 2nd Floor, San Francisco, CA 94110

The fee for this 4 hour workshop is $125 per person. After February 20, registration will be $150.

A limited number of scholarships for free and reduced tuition are available. Please send an email to Jen at jen (at) aidandabet.org before February 15 telling us about you and your work to request a scholarship. Scholarship recipients will be notified by February 27.



To register and pay for this workshop, please go to the Brown Paper Tickets website. You will be asked to answer a short survey regarding your social media use as part of the registraiton process.

Schedule

Registration will begin at 12:45, and the workshop will begin promptly at 1 PM.

Part 1, covering culture and strategy, will run from 1 PM – 2:40 PM; we'll have a break, and then part 2 will cover tools, tactics and metrics (3 PM to 4:40 PM). There will be plenty of time for questions and networking.

Light snacks and beverages will be served.

Buy tickets for Social Media for Social Justice - Intensive Workshop