



## SOCIAL MEDIA 201 “THE NUTS AND BOLTS OF SOCIAL MEDIA”

### Description of Class

Now that you have a basic understanding of how to use social media applications, we will talk about some advanced uses of these tools. We will discuss various application strategies. As your experience grows you will find different techniques and strategies that work better for you. This session is all about technique, teaching you how to apply social media in a way that fits with your communication style, time constraints and organization.

Since you have gotten past the myths that are holding you back from using social media, you are ready to get into some of the nuts and bolts. Learn a little about how to speak “Boolean,” the search language of the Internet, and why search is so important for the present and future of social media.

Participants will leave with intermediate to advanced knowledge of how to use social media. Your friends will start to ask you for advice about what these new applications can do for them!

### 2-Hour Class includes:

- Strategies for setting up your social media tools
- Taking a deeper look into specific applications
- Using social media for your unique organization
- Some basics of Boolean search (the language of the Internet)

### Social Media 201 is designed for Nonprofits who:

- Know and understand the basics (101) of social media and want to start to innovate
- Want to create a strategy for their organization to apply each individual social media tool
- Have a hard time finding the information they need online or within their social networks

**DATE:** October 22, 2009

**TIME:** 6 – 8 pm

**PRICE:** \$39

**LOCATION:** New Horizons (2709 3rd Ave, Seattle, WA 98121)

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## SOCIAL MEDIA 201 PRESENTERS



### SUSAN BURNASH

Susan Burnash is the President of Purple Duck Marketing, a full-service marketing, public relations and video production company located in Kirkland, WA. Her company helps nonprofits and cause-related organizations raise awareness, cultivate donor relationships and ultimately raise more funds. Through the use of traditional marketing tools, the power of the Internet and social media applications, she helps nonprofits to tap into their audience's heart, moving them to give generously of their time, passion and wealth.

Susan is a passionate advocate for nonprofits and is committed to helping them grow. Over the last twenty years, she has worked with a diverse group of non-profit clients on a variety of projects that utilized branding, Web site development, traditional and electronic marketing, e-newsletters, fundraising and marketing videos and public relations campaigns. Clients include: Benaroya Research Institute, Sana Orphanage, The Alliance for Recovery, The Foundation Fighting Blindness, The Deicke Center, Recovery Coast to Coast, Elmhurst Rehabilitation Center, The Juvenile Diabetes Association, Oceans State Association of Residential Resources, The City of Kirkland, Save Kirkland's 4<sup>th</sup> of July, Sustainable September and more. Learn more at [www.purpleduckmarketing.com](http://www.purpleduckmarketing.com).



### JASON DICK

Jason Dick is the Campaign Manager at Bellevue Community College. He is a skilled fund development professional and is passionate about helping small nonprofits reach their financial goals. Jason has worked within corporate giving, granting, major gifts, annual fund and grassroots fundraising in education, health care and social services in both the USA and Canada.

Jason is fervent about community and social change and is passionate about helping nonprofits secure funding for their mission. He believes social media (blogging, Twitter, LinkedIn, Facebook) can open new doors and expand fundraising for nonprofits of any size.

Jason is also the author of A Small Change, a blog about fund development. See what Jason is talking about on his blog: [www.ASmallChange.net](http://www.ASmallChange.net)

