

You're invited to apply to participate in a new kind of social media workshop!

Leveraging Social Media: Understanding the Strategy and Putting It into Practice

Facilitated by **Beth Kanter**, Blogger and co-Author, *The Networked Nonprofit*

These workshops are made possible thanks to generous support from the **William and Flora Hewlett Foundation** and **The Wallace Foundation** via **The San Francisco Foundation** and **Grants for the Arts**. They are organized by **Theatre Bay Area**.

What: a two-part social media workshop designed to help Bay Area arts and cultural organizations to learn by doing, facilitated by industry leader Beth Kanter

When: April 2 and June 11, 2010, with two interim webinars

Where: Contemporary Jewish Museum

Who: Two staffers from a maximum of twenty-five arts organizations in the Bay Area (arts organizations must either be grantees of The San Francisco Foundation, Grants for the Arts, or The Hewlett Foundation, or a member of Theatre Bay Area)

Cost: FREE

Deadline to Apply: March 5, 2010

How to Apply: Fill out the application at <http://www.theatrebayarea.org/socialmedia>

About this workshop series

Leveraging Social Media will be an intimate, free mini-academy for a maximum of twenty-five like-minded arts institutions in the Bay Area. Led by social media expert and industry leader Beth Kanter, this series will consist of two all-day, face-to-face seminars and two webinar sessions in-between. Participants will explore how to develop effective social media strategy for arts and culture organizations, and will allow each participating organization to develop specific "listening and engaging" experiments to learn how to harness social media first-hand.

By the conclusion of the workshop, participants will:

- Understand the basics of a designing an effective social media strategy
- Have a methodology for learning and improving strategy through thoughtful experiments
- Understand how to increase audience engagement in program development and promotion
- Have a methodology for analyzing the return on investment
- Encourage and Inform a particular, local cohort to serve as models and mentors for others

About facilitator Beth Kanter

Beth is the author of *Beth's Blog: How Nonprofits Can Use Social Media* (<http://beth.typepad.com>), one of the longest running and most popular blogs for nonprofits and co-author of the forthcoming book, *The Networked Nonprofit*, to be published by J.Wiley in 2010. Beth is the CEO of Zoetica, a company that serves nonprofits and socially conscious companies with top-tier, online marketing services. Beth contributed a chapter to *Managing Technology to Meet Your Mission: A Strategic Guide for Nonprofit Leaders*, edited by NTEN both published in 2009. A much in demand speaker and trainer, she was the keynote speaker for the Cambodian Bloggers Conference in Phnom Penh, The Connecting Up Conference in Brisbane, Australia, Minnesota Council on Nonprofits, Making Media Conference in Chicago and others. She has presented about nonprofits and social media at some of the leading social media industry conferences including O'Reilly's Graphing Social Patterns, Gnomedex, SWSX, Blogger, and Podcamp. In 2009, she was named by *Fast Company* magazine as one of the most influential women in technology and one of Business Week's "Voices of Innovation for Social Media."