



The UCSB Web Standards Group and the Office of Information Systems & Technology invite you to a training workshop on

Diving into Social Media at UCSB

Friday, March 23, 2012

Part I: 9:30 am - 12 noon, EH&S Training Room

Part II: 1:30-3:30 pm, SSMS Lab 1301-2

SCOPE

This two-part workshop will present the "hows" and "whys" of social media to those who are interested in using networking tools for departmental and personal use. It will include demonstrations from peer departments and hands-on training in a lab setting. Both sections are suitable for beginners but all are welcome.

BREAKOUT: Part I, 9:30 am - 12 noon

In the morning session, we'll discuss the role that social media plays in higher education, identify policies and best practices, and explore how to develop a social media strategy with limited resources. Departments in different phases of implementation will share their experiences, including lessons learned as well as which tools and techniques they use to navigate the ever-changing social media landscape.

BREAKOUT: Part II, 1:30-3:30 pm

In the afternoon lab session, we will have a hands-on opportunity to learn the purpose of different social media networks and practice how to start using them, how to maximize each network's potential, and how to measure their effectiveness. Networks to be explored include Twitter, Facebook, and LinkedIn. Marketing ideas to be explored include how to use third-party analytics tools and how best to tailor your tweets and posts to maximize your reach.

REGISTRATION

This workshop is free and open to all UCSB campus employees. Registration is limited to 45 participants. Pre-registration is required. Sign up online at <https://learningcenter.ucsb.edu> (log in with your UCSBNetID and search for "Social Media"). You can sign up for Part I, Part II, or both sessions. For questions, send email to webstandards@ucsb.edu.

PRESENTERS

- **Joe Sabado**, Associate Director, Information Systems and Software Development, SIS&T
- **Alx Sanchez**, Training & Consulting Manager, L&SIT
- **Mary Ann Johnstone**, RLS & Social Media Coordinator, Career Services
- **Keri Bradford**, Marketing, Design & Social Media Coordinator, SIS&T
- **Melissa Van Der Werfhorst**, Marketing & Communications Manager, Engineering
- **Heather Silva**, Programming Manager, Arts & Lectures
- **Michael Takahara**, Health & Wellness Educator, Health & Wellness
- **Anelise Gingrich**, Administrative Assistant, Office of the Vice Chancellor for Student Affairs