



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

Using Social Media

Monday, April 25, 2011, 10 am-12 noon
McCune Conference Room, 6020 HSSB

This workshop will provide a general introduction for campus Web developers and content providers interested in using social media to support and engage their customers, promote information, and maintain their reputation online. We will discuss guidelines and best practices, implementation, and how to assess the effectiveness of social media engagement efforts.

UCSB departments already using social media will showcase their social media implementations, and share their experience and insight.

1. General overview of social media
2. Use of social media in higher education
 - a. How other universities use social media
 - b. Social media at UCSB
3. Strategies, guidelines, and best practices
4. Showcase: Successful UCSB implementations
5. Tools and resources
6. Questions

REGISTRATION

This workshop is free and open to all UCSB campus employees. Registration is limited to 80 participants. **Pre-registration is required.** Sign up online at <http://learningcenter.ucsb.edu> (log in with your UCSBNetID and search for "Social Media"). For questions, send email to webstandards@ucsb.edu.

PRESENTERS

Joe Sabado, Associate Director of Information Systems and Software Development, SIS&T

Rod Tucknott, Adventure Programs Supervisor, Recreation

Julie Levangie, Coordinator of Communications, Marketing & Social Media, Housing

JudyAnn Dutcher, Web Developer, Associated Students

Keri Bradford, Publications Coordinator, Daily Nexus

