

Social Media for Social Good: A How-To Training for Nonprofits

Training Agenda*

9:30 – 10:30am	Introduction: Integrating Web 1.0, Web 2.0, and Web 3.0
10:30 – 10:40am	Break
10:40 – 12:00pm	Top Five Facebook Best Practices for Nonprofits Top Five Twitter Best Practices for Nonprofits YouTube and Flickr: Storytelling through Video and Photos
12 – 1:00pm	Lunch
1 – 2:00pm	Top Five LinkedIn Best Practices for Nonprofits Top Five Blogging Best Practices for Nonprofits
2:00 – 2:10am	Break
2:10 – 3:30pm	Social Media and the Mobile Web Mobile Websites, Group Text Messaging and Text-to-Give Campaigns Questions and Discussion

PLEASE NOTE: The content of the training is best suited for social media practitioners on an intermediate/advanced level. Also, because technology is constantly in flux, the training content will speak to current trends occurring on the Social and Mobile Web at the time the training is given. For a better sense of the content that will be covered in the training, please see the [Table of Contents](#) of *Social Media for Social Good: A How-To Guide for Nonprofits*.