

Webinar:

Get Social! Using Social Media to Advance Your Mission, Raise Awareness, and Provide Peer Support

Friday, March 2, 2012, 1 pm – 2:30 pm EST (10 am – 11:30 am PST)

Space is limited: Register now by clicking here:

<https://www3.gotomeeting.com/register/855686286>

Registration will close on March 1.

This webinar will be recorded and archived at

<http://www.power2u.org/information-technology.html>

Description

Facebook, Twitter, Blogging, Podcasting, YouTube, LinkedIn, Google Plus. In an ever-growing social media landscape, it is easy to feel lost and not know where to begin. Our presenters will help you find your place on the social media map and head out on your personal or organizational journey. Using real-life stories and anecdotes, each presenter will discuss how their organization developed a social media strategy, the tools they use and how they use them, and the benefits and challenges they have experienced along the way.

This webinar is geared towards peers, peer-run organizations, mental health service providers, family members, policymakers, administrators, and all other stakeholders.

Presenters:

Julio Brionez works with Mental Health America (MHA) of Montana <http://www.montanamentalhealth.org>. Julio heads up social media for MHA, which includes podcasting, Facebook, Twitter, YouTube, and video-based peer support groups. Julio also runs the MHA website, and puts out their weekly e-blast mental health news updates.

Jeneé Darden is the media and marketing coordinator for PEERS, Peers Envisioning and Engaging in Recovery Services, in Oakland, CA. <http://www.peersnet.org> She works on all things related to PEERS media including: blogging, hosting the "Mental Health and Wellness Radio" podcast, helping with the production of "Mental Health Matters" talk show and managing the Media Watch volunteer program. She is excited to blend her love of media with her passion for helping others, and is proud to be a part of the fight to end mental health stigma and discrimination.

Eric Jensen is executive assistant/communications coordinator with the

Project Return Peer Support Network. <http://prpsn.org/> Eric Jensen consults and speaks professionally on business planning, new business models, marketing, and the future of social communication technologies. Eric is a music industry thought leader with over 25 years of creative, technical, and business experience. His recent consulting work has focused on designing social strategy frameworks and action plans for independent artists, non-profits, and small businesses.

Questions?

A Q&A period will follow the webinar. You will be invited to submit your questions any time during the webinar.

Sponsor:

This webinar is sponsored by the National Empowerment Center's Technical Assistance Center: www.power2u.org