



## Increase Your Nonprofit's Online Brand Awareness & Engagement

Whether you're social media and SEO savvy or haven't even launched a single online channel, we've got a class for you.



## Learn to tell your story and engage your funders, volunteers, and donors online.

### Twitter 101, June 9

This hands-on class is "Twitter for Beginners" and will cover the basic how-tos of using Twitter to promote your organization, its mission, and its impact.

### Facebook 101, June 16

A hands-on, lab-intensive "Facebook for Beginners" class covering the basics of using Facebook to promote your nonprofit's mission and impact.

### Creating a Social Media Strategy for Your Nonprofit, June 23

Learn to create a plan that effectively utilizes different social media channels to streamline your message and make the best use of your valuable time.

### Video 101: How to Create Low Cost, High Quality Video, June 30

Learn about all phases of production, from the basics to a completed video. You'll get hands-on experience and feedback in class.

### How to Develop a Social Media Policy for Your Nonprofit, August 11

Learn to develop and implement an effective social media strategy for staff and supporters to increase your nonprofit's reach to the communities you serve.

### Video 201: Interviewing Skills & Techniques, August 20

In a brand-new, four-hour, hands-on lab, learn interview techniques and questions for various types of videos and practice interview techniques to sharpen your skills.

### Master Your Website: Best Practices for Nonprofit Websites, September 29

Learn and implement proven best practices to make your nonprofit's website a more effective communication tool.

### Facebook 201, Date TBD

A hands-on, lab-intensive class for Intermediate and Advanced Facebook users on best practices, tips, and tricks to compelling content and increased engagement.