



BUILDING ONLINE MEDIA SKILLS

Learn how to use online tools to organize workers and community members and garner media attention. Depending on the interests of the participants, this two-day workshop will cover such topics as:

- How to use Internet tools to tap into influential networks, educate audiences about the issues you care about, and track what is being said about you across the web.
- Best practices for content and design of email alerts and online newsletters.
- Templates for how to calendar out messaging and organize the different communications channels your organization may have.
- Success stories from labor unions and community groups that are incorporating online tactics into their organizing and advocacy campaigns.
- An introduction to social media tools like Facebook, Twitter, and blogs, including a comparison of where they fit into a broader communications spectrum.

Thursday & Friday
June 28 & 29, 2012
9 am to 5 pm
UC Berkeley
Institute of International Studies
Moses Hall, Room 223

UC BERKELEY
LABOR
CENTER



Trainers



Training will be provided by Aspiration, an organization that helps nonprofits and foundations use software tools more effectively and sustainably. Visit their website at <http://www.aspirationtech.org>.

Matt Garcia oversees all aspects of Aspiration's online strategy, and is an accomplished online communications trainer. He has helped dozens of nonprofit organizations learn how to effectively apply social media and online advocacy in their work.



Misty Avila coordinates Aspiration's eAdvocacy Capacity Building Program for nonprofit organizations. She has experience training diverse audiences from urban and rural areas throughout the Central Valley, Bay Area, and San Diego.

Cost: \$350 — To register online, visit <http://laborcenter.berkeley.edu/workshops>

For more information please contact Muttika Chaturabul, Program Coordinator at IRLE, 510-643-0910, mootix87@berkeley.edu