

Social Media and your Museum

Wednesday, October 6, 2010 - 1:00 p.m to 5:00 p.m
Toronto - location TBC

A Workshop on Social Media delivered by the Canadian Heritage Information Network (CHIN)

USE YOUR WEB ASSETS AS A HUB FOR SOCIAL MEDIA

This workshop, delivered by CHIN in consultation with the OMA, will explore a series of new online tools that can help you promote your site at very little cost and technical expertise.

Social media and multimedia content can assist museum professionals in promoting their institution, finding new collaboration opportunities and discovering new presentations of museum content that engage and enhance the visitor experience.

This workshop provides a short introduction to the social media world, as well as advice on how to use these technologies as effective promotion tools. For practical experience, participants will learn how to use Facebook (and their Website) as a hub for other Social Media (YouTube, Twitter, Flickr, etc.). No special technical skills required. Simple hands-on session with instant results... Get ready to have a great time!

This timely and interactive hands-on workshop will cover:

- Social Media
- Creating Synergy
- Going "Viral"
- Using Facebook as a hub for Social Media



Who will benefit from participating in this exciting learning opportunity?

Museum and heritage sector directors, managers, educators, programmers, development officers, volunteers and board members. Consultants and government staff who work with museums working with new, digital technologies in the culture and heritage sector.

What will you need to bring to the Workshop?

A fully charged, wireless internet-ready laptop. If you do not have a laptop, please inform the OMA and we will arrange to partner you with a participant that does.

SPACE IS VERY LIMITED! REGISTER EARLY TO AVOID DISAPPOINTMENT

Need assistance getting to the Workshop? Apply for a *Canadian Museums Association* Travel Bursary by **September 15th**.

For more information about Travel Bursaries, please contact:

Véronique Chikuru, Bursary Program Co-ordinator at 613-567-0099 x228, by email

at vchikuru@museums.ca, or visit the CMA Website at museums.ca/en/funds/cma_bursary_program/

Registration Form

Social Media and your Museum - Wednesday, October 6, 2010
1:00 p.m. – 5:00 p.m. – Location TBC

Workshop Instructors:

David Harkness is an online museum professional with nearly a decade of experience in educational Web projects. He is the current Marketing and Communications Officer for the Virtual Museum of Canada at CHIN, and is actively involved in the planning and implementation of the VMC's social media strategy.

Dany Vallerand is a Communications and Marketing Membership Advisor for CHIN. He has built his experience in the communication and marketing departments of several national and international museums. As a trainer, he regularly collaborates with provincial museums associations and the Canada School of Public Service.

A Museum colleague will also share their experience with social media in a community museum.

COST

OMA Members: \$45.00 + \$5.85 HST = \$50.85

Non-Members: \$55.00 + \$7.15 HST = \$62.15

Cancellations received up to 10 business days prior to the session are subject to a 25% fee.

Cancellations received beyond this date are non-refundable.

REGISTRATION

Contact the Ontario Museum Association to register or complete the following form and fax or mail to the OMA.

First Name: _____ Last Name: _____

Institution/Affiliation: _____

Address: _____

City: _____

Province: _____ Postal Code: _____

Phone: (____) _____ Fax: (____) _____

Email: _____

PAYMENT: Cheque Money Order VISA MasterCard

Card No.: _____ Cardholder: _____

Expiry Date: _____ Signature: _____

Please make cheques payable to "Ontario Museum Association"

Return one copy of this form **per person** with payment to:

Ontario Museum Association, 50 Baldwin St., Toronto, Ontario M5T 1L4

Tel: 416-348-8672 | Toll-free: 1-866-OMA-8672

or Fax with Credit Card information to: 416-348-0438

GST No. 10779 8522 RT0001

REGISTER EARLY AS A LIMITED NUMBER OF SPACES ARE AVAILABLE