



is pleased to present AT NO COST:

Flexing Your Marketing Muscle: Social Media Strategy

When: Thursday, February 16, 2012 **Where:** [Michigan High School Athletic Association](#)
2:00 – 4:00pm 1661 Ramblewood Dr., East Lansing, MI

**** Note new location****

Marketing and branding a nonprofit in today's business world can be a daunting task. This workshop will serve to define, enhance and broaden attendees' understanding of strategy and policy for nonprofit organizations utilizing social media. Interactive group work will facilitate the development of comprehensive campaigns tailored to accomplish specific organizational goals for attendees. General guidelines for policy development and content creation will help to direct specific online initiatives which incorporate sites like Facebook, Twitter and YouTube.

Workshop presenter **Andi Osters** harnesses her passion for competition as a Program & Development Assistant at the Michigan High School Athletic Association (MHSAA) in East Lansing, Michigan. Andi's varied tasks with the MHSAA include operation of the association's social media campaigns on Twitter, Facebook, LinkedIn and YouTube, coordination of the annual Captain's Clinic series across the state, and oversight of online ticket sales, trophies & medals, and tournament credentials. A proud 2004 graduate of Michigan State University, Andi pens a sports editorial column for Lansing NOISE magazine, a Gannett-owned publication. She is a member of the Michigan Society of Association Executives and serves on the Sparrow Hospital Children's Miracle Network Committee on behalf of Officials for Kids.

Registration begins at 1:30pm; advance registration is required. Please send separate registrations for each participant to powerofweconsortium@ingham.org Workshop will start promptly at 2:00.

DATE	TITLE
Last Name	
First Name	
Title	
Organization	
Phone Number	
Email Address	