Brown Bag Discussions: Social Media 101

Center for Persons With Disabilities

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Wordpress, blogspot, facebook, twitter, linkedin, Stumbleupon, and picnik are now words that staff who attended last week’s Brown Bag Discussion at the CPD can discuss with a greater understanding and appreciation.

The topic for this month's discussion was on social media and the potential it could have to increase public awareness and interest in the projects and services at the CPD.

Several CPD staff who work with social media on a daily basis in their jobs discussed the latest in social media networks and shared the "tricks of the trade" that they have learned in the last couple of years.

It was agreed that knowing who your readers are is essential to posting appropriate content that will build a strong following. And that is the whole purpose of using social media, to build a network of followers who can benefit from the information and access the services that your programs offer.

After the discussion, there will be more CPD staff jumping on the social media bandwagon, so be watching for them!