



Social Media Strategies for Nonprofits: When You Don't Even Have a Shoestring with Christopher Pollock

Tuesday, October 30, 2018

9:00 am – 12:00 pm

Fee \$70, includes light refreshments

REGISTER ONLINE at www.hsctc.org/workshops

**Borg Warner Conference Room, Tompkins County Public Library,
E. Green St. at S. Cayuga St., Ithaca ([driving and access directions below](#))**

Presented by the Human Services Coalition

Co-sponsored by the Tompkins County Public Library

This workshop is for communications managers, campaign directors, community outreach coordinators, development directors and others who supervise or contribute to their organization's social media presence.

In this three-hour workshop, you will learn the basics of how nonprofits can make effective use of Facebook, Twitter, and other social media platforms to enhance marketing, communications, and fundraising efforts.

Don't have a budget — or staff? Don't worry: you have options.

About the Presenter:

With more than 15 years of nonprofit and higher education communications experience, Chris has led or contributed to a broad set of strategic communications efforts, including direct mail, email and social media campaigns, websites, fundraising proposals, speechwriting, and more.

Since August 2017, Chris has been the Director of Communications and Marketing at Wells College, where serves as the college's lead for all institutional messaging and strategic communications, brand strategy, and marketing. This is his second stint at Wells College, where he served as Staff Writer from 2005 to 2007.

Prior to his current role, Chris was Director of Advancement Communications at Ithaca College, where he spearheaded communications efforts in support of philanthropic and engagement efforts, partnering with the college's alumni relations, annual fund, donor relations, development, and marketing communications teams on a variety of strategic projects.

Prior to his career in higher education, Chris also held positions at the National Geographic Society, Microsoft, and The Washington Post. He received a B.S. in Humanities and International Affairs from Georgetown University's Walsh School of Foreign Service and an M.S. in Media Management from the Newhouse School of Public Communications at Syracuse University.

Registration and Payment

Register online at www.hsctc.org/workshops. If you are unable to register and pay online please call 607-273-8686 or email registration@hsctc.org.

Cancellation Policy

All registration sales are final - we are unable to refund or transfer fees onto a different workshop for missed sessions. At times a workshop may be cancelled due to inclement weather or other issues. If this occurs, we will post the cancellation on our website: www.hsctc.org/workshops, email all registered participants, and refund any prepaid fees. If you plan to walk-in, please check our website for the most up-to-date information prior to attending.

Scholarships

Limited scholarships are available to agencies whose non-profit board and staff members cannot attend without one. To request a scholarship, email: registration@hsctc.org in advance of the workshop.

Snacks

Coffee, other drinks, and snacks are provided at all workshops; lunch is not provided. Attendees at sessions in the Borg Warner Room may leave and eat lunch on the beautiful Ithaca Commons.

Special Needs

Please notify us if you have any special needs; the Coalition wishes to make its workshops accessible to everyone.

For the comfort of everyone, HSC workshops are fragrance free. We appreciate your cooperation.

Driving and access

The Library is located in downtown Ithaca on the corner of East Green and South Cayuga Streets.

Directions for accessing the Library

The Library does not open its Main door until 9:30 am, so walk to the northeast corner of the building opposite the TCAT Green Street Station, turn right and enter at the door on the right under the green canopy. The Borg Warner room is immediately on your right.

Driving Directions

From North or South on Rt. 13 or 34: Proceed to Green Street in downtown Ithaca. Turn East (toward Cornell and downtown) on Green Street. Proceed approximately six blocks to Cayuga St, take a right turn and proceed as below.

From South on Rt. 96b: Proceed down hill on Aurora Street to East Clinton Street.

Turn left and proceed to Cayuga Street. Turn right on Cayuga Street and proceed as below.

From East on Rt. 79 or 366: Proceed to downtown on State St hill and veer right onto Seneca St at the bottom of the hill. Stay in the left lane of Seneca St until you come to Cayuga St. Turn left on Cayuga St and proceed as below.

From West on Rt. 79, 96 or 89: Proceed east to Fulton St. Turn right on Fulton St and stay in the left lane. Turn left on Green St and proceed about seven blocks to Cayuga Street. Turn right and proceed as below.

From all directions: Park in the Cayuga St. parking garage behind the Library and across from the Hotel Ithaca, or in the Green St. garage (entrance is past the "Pay and Display" and after the Cinemapolis sign on the left) diagonally across from the Library. Please note that "Pay and Display" parking is an option but the cost is twice that of the Green St. or Cayuga St. garages. The Library does not open the main door until 9:30 am, so go to the northeast corner of the Library building next to the TCAT Green Street Station, turn right and enter at the door on the right under the green canopy. The Borg Warner room is immediately on your right.

Accessible Parking

We recommend parking on the first floor (it's actually the second floor of the structure) of the Green Street parking garage near the lime green wall labeled "Green Street." There is an elevator that will take you down to the ground floor which outlets at the crosswalk on Green Street. Cross the street, turn right and it's a short distance to the northeast corner of the library, next TCAT's Green Street Station. Enter at the door under the green canopy. The Borg Warner room is immediately on your right. If the accessible parking spots are taken near the elevator you can also go one floor up and there are more spaces next to the elevator on the roof.

The Coalition is a United Way agency.