

# Brent MacKinnon

## *Social Media Tools – simple - meaningful - necessary*

### **Social Media Tools for Work & Learning**

My consultancy focuses on helping nonprofit organizations and businesses build stronger relationships with the people and groups that matter to them - their supporters, consumers and donors. Combining my extensive nonprofit experience and passion for using social media tools, I help create an online strategy that engages stakeholders and strengthens the organization. I also offer a full range of training in the use of social media tools.

### **Management Roles:**

- Street Kids International (2006 – 2009)
- Community Resource & Learning Room (2003 – 2006)
- Operation Catch Up – York Region (2002 – 2003)
- Square One Youth Centre – Mississauga (1996 – 2002)
- Jane Finch Community & Family Centre – North York (1992 – 1995)
- Consulting Contracts: York Region & Metro Toronto (1991 – 1992)
- Kinark Child & Family Services – York Region (1991)
- Operation Pride Youth Employment Program – North York (1987 – 1989)
- Grant MacEwan (1984 - 85) & George Brown Community College (1986)
- Inner City Youth Program – Edmonton AB (1982 – 1986)
- Youth Development Centre – Edmonton AB (1977 -1982)

### **Experience:**

**Prior** to my consultancy, I held a variety of leadership positions in the nonprofit sector. My last position before starting my business was Canadian Program Manager with Street Kids International. In this role I initiated and led a capacity building project in York Region designed to address youth poverty. The project (called Streetjibe) brought together youth workers, teachers, mental health professionals, and outreach workers etc. to learn from each other, build new skills and increase their networking and collaboration effectiveness. I utilized a community of practice or learning community approach to address the complexities of youth poverty. To complement this approach, I implemented social web tools (blogs, video, photo sharing) to promote ongoing dialogue, learning, collaborating and knowledge sharing..

I utilize my strong collaboration and team work skills to create, sustain and enhance services for social benefit organizations. A few examples that reflect success in applying these skills include:

- Building cross sector collaboration with the “ Streetjibe Learning Community Project”
- Co-lead the Youth Community Mapping Program, a youth led research project investigating poverty & homelessness in York Region
- Established a collaborative partnership with the York Region District School Board (also partnered with local community agencies serving young people in & out of school)
- Utilize social tech & media tools to enhance collaboration, learning & program effectiveness
- Plan social media strategy and Initiate blogs and wikis for Streetjibe, Youth Community Mapping Program and the York Region Youth Justice Committee and my own learning
- Launched & designed the Community Resource & Learning Room (CR&LR), Square One Youth Centre, Operation Pride and Inner City Youth Project

**Contact Information:** 250 Stone Road; Aurora ON; L4G 6Y7  
Home Tel. # 905-713-6604  
brent@socialmediatools.ca

## **Community Engagement, Program Design, Implementation, Evaluation:**

I have honed and demonstrated the full range of design and management skills throughout my extensive employment history. A few of these skills and the key locations I used them include:

- Facilitated the design and implementation of web 2.0 web sites (training staff on CMS)
- Integrate & utilize social technologies to enhance programs and organizational effectiveness – Streetjibe, CR&LR, Square One Youth Centre
- Led and facilitated the Streetjibe Learning Community – addressing youth poverty in York Region
- Managed the Streetjibe partnership with York University Knowledge Mobilization Unit
- Recruiting, hiring & supervising staff/volunteers – CR&LR, Square One Youth Centre, Jane Finch Community & Family Centre
- Designing & implementing Volunteer Programs - CR&LR/SKI Youth Community Mapping Program, Square One Youth Centre
- Utilizing logic models to design, support & sustain services so that continuity and community expectations can be enhanced - CR&LR, Operation Catch Up, Square One Youth Centre
- Creating evaluation metrics so that feedback can be used to adapt programming and to demonstrate results to funders – CR&LR, Operation Catch Up, Square One Youth Centre
- Research & design structured youth engagement, street outreach, employment, grief program models – CR&LR, Inner City Youth Program, Operation Pride, Kinark
- Collaborate & consult with communities and service providers to ensure ongoing support, utilization and commitment is enhanced – CR&LR, Square One Youth Centre
- Prepare effective proposals and presentations to secure funds and establish supportive relationships with funding groups – All organizations I worked with
- Organize & conduct workshops/training – All organizations I worked with
- Establish supportive relations with: Federal, Provincial, Municipal, United Ways, Foundations, Public funding sectors – CR&LR, Jane Finch Community & Family Centre

## **Education & Life Long Learning:**

Social Service Worker Diploma (SSW) – Cambrian College  
Child & Youth Worker Diploma (CYW) – Grant MacEwan College  
Community Based Research Certificate (CBR) – Wellesley Learning Institute  
Social Tech/Media Training – MaRS & Web of Change

## **Community Affiliations:**

Board Director – The Krasman Centre  
Board Director – Aids Committee of York Region  
President, Board of Directors, Aurora Community Tennis Club  
Panel Chair, (founding member) York Region Youth Justice Committee  
Interim Chair – Harm Reduction Coalition of York Region  
Founding Member – Talking About Addictions & Mental Illness (TAMI) Coalition of York Region  
Member – Research Information Mobilization (RIM) Committee  
Member – Community Engagement Working Group; York Region District School Board

**References:** *Available Upon Request*

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