

## M A C K I N N O N ' S C L O U D

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Discover how the social web can enrich your work and learning.

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Greetings colleagues and fellow collaborators,

Welcome to my first business newsletter, Mackinnon's Cloud. Since January of 2009 I have put aside my role as service provider/manager with non profits and become a consultant. I've chosen MacKinnon's Cloud as a name because it so aptly captures my personal journey into the realm of the social web. My newsletter gives me more opportunities to engage with social benefit groups (non-profits) interested in social media strategies and tools.

[Wikipedia](#) defines cloud as a metaphor for the Internet, based on how the Internet is depicted in computer network diagrams and is an abstraction for the complex infrastructure it conceals. Cloud computing is complex, however I will strive to make MacKinnon's Cloud easy to read, informative and useful.

As a social media consultant, I help non profit and educational sector groups engage their communities and stakeholders by helping them design and implement effective online communications strategies and tools.

My work includes:

- Helping groups control and maintain their web site without costly outside expertise;
- Working with organizations to develop online strategies for engaging stakeholders;
- Training staff to use social media tools that support relationships with people that matter, such as your constituents and supporters.

### Purpose of MacKinnon's Cloud newsletter:

As individuals, practitioners or leaders within organizations, we are participants in a social web that is transforming how we live, learn and prosper. It's a [groundswell](#) that is sweeping across all corners of the world.

In my work as a social media consultant and as an active community volunteer, a newsletter adds another dimension to my online and offline work. My newsletter gives me another vehicle to share resources, create meaningful relationships and engage in useful dialogue on topics of mutual interest.

MacKinnon's Cloud newsletter focuses on resources for organizations interested in developing their online communication strategies and tools to support their **vision, mission, and values**. To that end, I will feature articles and links that I believe are useful to York Region social benefit organizations as they address social issues in our community.

A secondary purpose is to provide ideas and tips to help you understand and adopt social media thinking to support your work and learning goals. My approach is to choose content that will be of interest to general readers, front line practitioners, senior managers and volunteers. I will also feature short summaries of posts from other web sites or networks that strongly connect to our challenges as change agents in York Region.



MacKinnon's Cloud will be sent out monthly. I may sneak in an extra edition if there are important items that are timely in terms of groups responding to opportunities. I invite readers to comment or leave suggestions for future posts by visiting my web site newsletter page.

You can easily subscribe or unsubscribe by clicking on the links in my email. I will be adding a newsletter page to my web site so new readers can find earlier posts on subjects that interest them.

## Featured Posts

- Robin Good, an extraordinary social media evangelist has written a post on attending conferences titled "The Future of Conferences: Critical viewpoints from Nancy White, George Siemens and Gerd Leonhard". I chose to [feature Nancy White](#) because of her expertise in writing about and supporting online communities. .
- The Aids Committee of York Region has gone live on Facebook. In my congratulatory post there are a few tips to get started with your organization's Facebook page. [Click Here](#) to view post.
- [Online Storytelling – How to Plan and Produce a Compelling Video](#). Many groups are interested in using social media as part of their online communication strategy. Have a gander at my takeaways from a workshop sponsored by NetSquared, a Toronto Net Tuesday event.
- The [Character Community Foundation of York Region](#) is building community one conversation at a time. You can view a short video of poet laureate for Toronto, Pier Giorgio di Cicco as he speaks about character and community building.
- The [York Community Data Sharing Symposium # 2](#) brought people together from across York Region (face to face & virtually). One of the goals was to learn how might we apply the "tools" of Open Space + Open Data + Social Media to improve the quality of life for all in York Region. Mark Kusnicki was the keynote presenter. His slidecast (audio included), titled Social Web, Social Change and the Return of Community is outstanding.
- The [York Region Youth Services Collaboration Map](#) is a dynamic online resource for workers serving youth at risk. The collaboration map is in its beginning stage and you can help. Drop by and add your *organizations contact information*.
- [Having service users at the planning or committee table](#) is good, but why is it so hard to get these volunteers to come to our meetings. Etienne Wenger, a leading figure in the world of communities of practice has a few insights to offer.

