

MACKINNON'S CLOUD

December Edition

- ❖ Social Media Strategy Workshop
- ❖ Social Tech Profile Tool
- ❖ Community Based Research - videos
- ❖ Stretched to the Limit
- ❖ Stomp out Stigma in York Region Schools
- ❖ HIV Aids – York Region

Conversations that Matter
Brent MacKinnon
<http://socialmediatools.ca>

Greetings colleagues and fellow collaborators,

Welcome to the holiday edition of the Mackinnon's Cloud newsletter. It's being a very busy period for those in the social service sector. With increasing hardships on children, youth and families across York Region, organizations are struggling to meet increased demand for services and support.

Collaboration in times of constraint is an obvious approach to enhancing services for consumers. Unfortunately, with increased demands and dwindling resources, collaboration work is often seen as unnecessary. [Anecdote](#), a consulting company based in Australia provides a great reminder (White Paper download) of the different types of collaboration and the benefits that flow from sharing our knowledge to enhance social change.

My goal for MacKinnon's Cloud is to foster learning and collaboration, both online and off. Please E-mail me or leave a comment on my blog if you would like to suggest a story related to your work or learning.

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

- In 2010, I'm delivering [workshops for organizations](#) that are aligning their online communication strategy with their current branding and messaging tools. Here's an advance preview of what I have in mind.
- The [Social Technographic Profile Tool](#), developed by [Forrester Research](#) shows organizations what their stakeholders are doing online. Non profits can use the tool to create online strategies for engaging supporters, consumers and donors. Forester has loaded up their [Canadian data](#) so now non profits can plan their strategies with more accuracy.
- Are you interested in [Community Based Research](#)? Here are 2 short videos featuring Dr. Sean Rourke (Principal Researcher) and James Watson (Peer Research Assistant). They provide a unique perspective of community based research as they describe their Ontario HIV, Housing and Health community based research project.
- The Calgary Chamber of Volunteer Organizations has released findings from a major report that shows the impact of the recession on non profit groups. The survey is titled [Stretched to the Limit: An Economic Impact Survey](#). There are lessons here for the social service sector in York Region and across Canada.
- [Talking About Mental Illness](#) (TAMI) Coalition of York Region – A voice of lived experience, watch & learn.
- Radha Bardhaj, Executive Director of the Aids Committee of York Region [makes an ardent appeal](#) for greater understanding and support for people living with or affected by HIV Aids in York Region. This video of her welcoming introductions on World Aids Day set the stage for a very powerful morning of learning.

