

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

ABOUT

- ❖ Restoring Community
- ❖ Engaging Stakeholders
- ❖ Harnessing Assets
- ❖ Collaborating Teams
- ❖ Creating Solutions

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

Brent MacKinnon

<http://socialmediatools.ca>

Greetings colleagues and fellow collaborators,

Welcome to the September edition of the Mackinnon's Cloud newsletter. It's a time of transmutation; a [groundswell](#) is sweeping across all corners of the world. It's an exciting time for change agents as the social web is transforming how we live, learn and prosper.

MacKinnon's Cloud newsletter gives brief snapshots of York Region organizations, community leaders and workers. My goal is to feature stories that encourage workers and groups to embrace social networking and collaboration tools to fulfill their **Vision, Mission and Values**.

I believe there is tremendous untapped potential for innovation and creativity within York Region. My newsletter will put a spotlight on some of these exciting innovations. I'll also mix in some stories from the international scene.

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

- There is a lot of buzz going around our community about a multimedia film festival sponsored by local community agencies. In this interview with Michael Bowe, Chair of the [York Regional Multimedia Film Development Council](#) we learn what the buzz is all about.
- The [Krasman Centre](#) is 10 years old and has recently opened a satellite program in Alliston ON. Tanya Shute, Executive Director, has guided the growth of the Centre since its beginning. In this interview she tells the Krasman Centre story and looks in her crystal ball to see future of the Centre.
- Radha Bhardwaj, Executive Director of the [Aids Committee of York Region](#), along with a highly dedicated team of volunteers has had tremendous success in bringing HIV Aids awareness to York Region. Learn more about their work in this 2 part interview with Radha.
- [Intentional Peer Support](#) has been used in crisis respite (alternatives to psychiatric hospitalization), by peers, mental health professionals, families, friends and community-based organizations. The [Krasman Centre](#) sponsored a week long training and I was lucky enough to interview the trainer and one of the participants.
- The [Ontario Council of Agencies Serving Immigrants](#) (OCASI) sponsors an online newsletter called [Settlement – At Work](#). This feature rich site is filled with resources for settlement workers and newcomers. I picked one section of the Newsletter that gives advice related to worker stress. Start there and explore the whole site.
- Would you like to know how much time and resources will it take for your organization to invest in social media? Beth Kanter gets asked this question frequently. She posted her response on her world renowned blog [How Non Profits Can Use Social Media](#).

