



Brent MacKinnon
250 Stone Road
Aurora ON
Canada L4G 6Y7
P. 905.713.6604
C. 905.751.6075

www.socialmediatools.ca

Letter of Introduction:

My name is **Brent MacKinnon**. I provide social media consulting services for organizations that are making or considering a transition to the social web. My company is called Social Media Tools for Work & Learning.

The three types of organizations that I work with are from the nonprofit, education, public service sectors. Many of these organizations are interested in utilizing social technologies but are unsure where and how to start. I help these organizations become stronger and more effective by empowering their staff, supporters, users and partners with social web strategies and tools.

Often large or complex projects require specific skill sets. In these situations, I assemble a team of experienced professionals. My strategic alliances include a highly successful web designer and an organizational change consultant who has extensive web 2.0 marketing experience.

My focus is on developing practical social media strategies that meet the business goals of the organization. I also support and train staff on using social media tools to engage stakeholders. By mentoring staff as they implement their social strategy, I help the organization take control of their online communications. This approach increases the capacity of the organization and its staff.

Typically in the nonprofit sector I see these challenges:

1. Organizations and staff have little understanding or experience in how effective use of the social web can: influence or assist service delivery; strengthen and deepen relationships with users, staff, supporters and partners; add to the organization's capacity; increase professional development;
2. Executive Directors and managers are: overwhelmed by the rapid pace of change brought about by social media; they are unsure how to implement and manage these communication tools; there is no social media policy in place and no procedures for supporting and training staff in using the tools.

Recent & Current Projects

Web Site & Social Media Strategies

- Return to Rural - Alberta;
- Film Development Council of York Region;
- Delisle Youth Services;
- York Region Alliance to End Homelessness;
- York-Durham Association of Museums & Archives ;
- Streetjibe - Youth Poverty Program, Street Kids International.

How I Differ:

Over the past eight years I've been using social media tools to engage clients, supporters and partners while adding capacity to my organization and programs. My social tech and 25 years of nonprofit management experience, plus my strategic alliances are ideally suited for organizations seeking guidance and support in the development of their social web strategies. I deeply believe in community restoration through civic engagement. To that end, I serve on three non profit Boards of Directors in my local community.

A social media strategy with an accompanying social tech policy will ensure transparency of the organization's online practices and give all constituents including staff, consumers and supporters, a safe infrastructure for communicating online with the organization.

What I Do:

I help organizations make fundamental and transformative shifts in how they meet their business goals using social web strategies and technologies. My consulting services revolve around high level thinking and strategies that nonprofit leaders need to develop as they prepare to use social technologies to meet their business goals. With a social media or online strategy in place, the organization will have a solid foundation to guide their online communications. A social media strategy with an accompanying social tech policy will ensure transparency of the organization's online practices and give all constituents including staff, consumers and supporters, a safe infrastructure for communicating online with the organization.

Strategy and deployment are two sides of the same coin.

Recognizing that employees and volunteers need support in using

social media tools, my services include hands on social media training. These training workshops ideally align with the larger online communication strategy developed by the organization.

Social Media Landscape Map: *"the map is not the territory"*

The upper half of the Social Media Landscape Map can be considered foundation components needed for implementation. The lower half of the map "unpacks" what social media tools can do for an organization. Please note that **my map is not the territory**. The map is a starting point for a discovery discussion about increasing the capacity of the organization and its constituents through social media strategies, tools and training.

Summary:

I would be very pleased to answer any questions you might have about my consulting services. If you would like to arrange a meeting for a low pressure chat, please call or email me.

Sincerely,

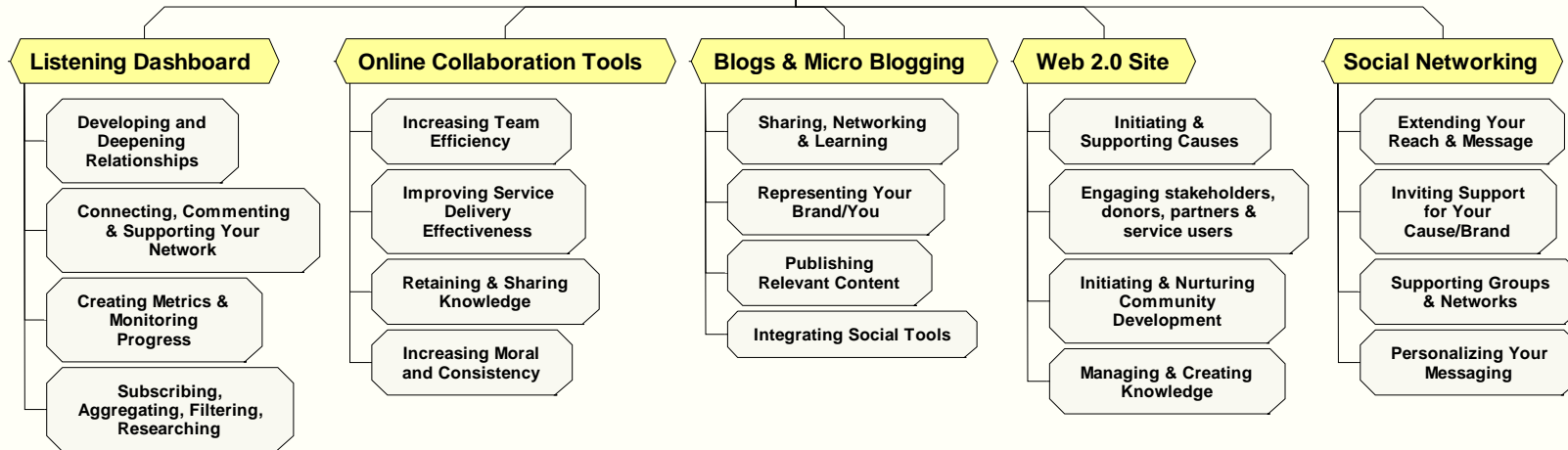
Brent



Brent MacKinnon
Social Media Tools for Work & Learning
<http://socialmediatools.ca>
brent@socialmediatools.ca
Phone: 905.713.6604
Cell: 905.751.6075



What Social Media Can Do




Brent MacKinnon
 Social Media Tools for Work & Learning
<http://socialmediatools.ca>
brent@socialmediatools.ca
 905.751.6075