

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

### Have a Great 2011



Working Smarter;  
The Social Non Profit  
Learning Culture Audit  
Networked Learning  
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I wish all my friends, colleagues and fellow social media travellers the very best of luck and happiness in 2011.

We are in an age of transformation. How we do business, communicate, collaborate, deliver service and learn with others are the hallmarks of this transformation. Despite the pressures inherent with transformation, there are clear signs of progress on many fronts.

Non profit leaders are masters at improving their organization's performance. Many are discovering how social tools create a culture of learning in the organization and deliver value to stakeholders, in and outside the organization.

This past year I feel very fortunate to have met and worked with many non profit leaders who are navigating their organization through our new social media terrain. I wish you and all my colleagues the very best in 2011.

You can easily subscribe or unsubscribe by clicking on the links in my email. You can also find past editions of MacKinnon's Cloud newsletter on my web site.

- Our non profit world has irrevocably changed. The social web is not a trend that your organization may or may not take part in.

As [Seth Godin](#) says, "social media is an event, not a process". Umm, what the heck does that mean?  
[Putting Social into Social Services – my take](#)

- The proliferation of social media across all demographics and sectors presents an opportunity for leaders to re-think how they serve their staff through the fostering of an internal learning culture. [The Social Non Profit: Are You a Pro-Learning Culture or an Anti-Learning Culture?](#)
- [Mark Holmgren's Anticipate newsletter](#) is always filled with social media goodies and this holiday post was no exception. [The Power of the Flash Mob.](#)

- Lately, I've discovered more about how charities are working smarter and evolving into social non profits.

I created a new "purpose statement" that ties into my working smarter theme. [Working Smarter: My New Lens – the Social Non Profit.](#)

- Using video to disseminate knowledge, create awareness, stimulate action and promote prevention is a powerful way to tell your non profit story.

As you may have noticed, I like to use video to tell stories about causes. Talking About Mental Illness & Addictions Conference - [Using Video to Amplify Your Message](#)

- Harold Jarche is a social media thought leader and is now part of my own learning network. "We need to re-think workplace learning for a networked society. In the interconnected workplace, who we know and how we find information are becoming more important than what we know". [Networked Learning: Working Smarter](#)

