Understanding the Social Media Mindset

Everywhere you turn, you are invited to Facebook, Twitter, LinkedIn and other online communities. How do you determine what role you and your organization can create in this growing social media world? Participants in this session will explore the mindset and philosophy behind effective social media as well as discuss how to approach social media strategy and productivity. The session content will be determined by questions and ideas from participants. The conversation will be led by Annie Hernandez (goodWORKSconnect.org and The Lumpkin Family Foundation) and Pete Moore (The Baby Fold, Kneejerk.org, and @BloNo).

About our presenters . . . .

Annie Hernandez, Program Officer Organization & Leadership Development
annie.hernandez@consolidated.com
Phone: 217-234-5702
Annie is the staff leader for the online community, goodWORKSconnect.org supported by The Lumpkin Family Foundation. She comes to The Lumpkin Family Foundation from Leadership Ventures, a nonprofit management support organization in Indianapolis. As Vice President there, she initiated management services and performed quality audits, trainings and facilitations for many nonprofit organizations. Prior to that, Annie served in a variety of public and not-for-profit capacities including the State of Indiana’s Rural Affairs, faculty of the J.W. Fanning Institute for Leadership at the University of Georgia working with the Community Leadership Association, and as the inaugural Executive Director of Fiesta Indianapolis, Inc. Recently, she received the inaugural Young and Emerging Capacity Builder Award from the Alliance for Nonprofit Management as well as being Indiana’s delegate to the inaugural Nonprofit Congress in 2005. Annie received her MS in Agricultural, Environmental Communication and Education from the University of Illinois, with an emphasis in leadership and community development. Annie grew up on a farm in Texas, where she received her BS from Texas A&M University. Annie joined The Lumpkin Family Foundation in May of 2008. Annie is a board member of Mattoon Rotary, a founding board member of the Sullivan Area Arts and an advisory board member of the Moultrie County United Way. Annie is pursing her PhD in Leadership and Change Management from Antioch University. Annie lives in Mattoon, Illinois and loves spending time with friends and family, boating, and traveling.

Pete Moore, The Baby Fold, Bloomington, IL
pmoore@thebabyfold.org
Phone: 309-451-7204
Pete Moore is Marketing and PR Specialist at The Baby Fold in Bloomington, Illinois. For more information about The Baby Fold, go to http://www.TheBabyFold.org/give