



Transforming Learning through Social Media©

Who hasn't felt inundated by the relatively new world of social media? Tweets & status updates merge with posts & pictures. While social media is well known for its uses in marketing, sales & personal communication, much of the potential of social media as an educational tool is unexplored.

As people are increasingly wired it is critical to explore the opportunities that social media gives us as educators, to further engage learners & explore educational content in ways that until now have not been available.

In this workshop, you will explore how social media can facilitate learning, increase learner engagement & deepen the impact of your existing training programs.

Through the use of case studies & personal examples, you will examine a variety of applications for using social media as an educational tool. You will also have the opportunity to begin to develop a social media plan for yourself &/or your organization.

Join us in learning how to both harness social media for social good & to enhance learning.

Comments from past participants:

"Lee-Anne, your course was so informative! You're truly a gifted teacher! - I have learned so much during these last two days!" ~ Judy Rogness, EHC Benefits Examiner, Pacific Blue Cross.

"What a great course! I am now more comfortable with so many social media tools." ~ Julie-Ann Dunwoody, Manager; Training & Development, Boston Pizza International

Direct benefits to you:

- Take part in an interactive workshop where you'll receive lots of ideas, practice & time for questions, all in an atmosphere that is relaxed, enjoyable & designed for your learning comfort.
- Learn about & assess various types of social media (e.g. Facebook, LinkedIn, YouTube, Flickr, Twitter, blogs)
- Discover how learning via social media is both different from & similar to more traditional types of learning
- Explore & practice using a variety of social media tools both as a regular consumer (e.g. non-instructional use) & for instructional use
- Design & begin to implement your own social media workplace learning strategy
- Receive a detailed, customized resource guide & a follow-up resource package
- Be able to access online resources that are updated regularly, even after the course is finished

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- Bonus: Opportunity to participate in a one-time follow-up meeting where we discuss implementation successes & challenges.¹

Specific course details:

Date: Thursday, May 9th – Friday, May 10th - coffee at 8:30 am, workshop starts promptly at 9:00 & finishes at 4:30 pm

Venue: Lord Erroll restaurant, Runda

Cost: 32,000 KSH OR register before May 2nd & save 2000 KSH

Cost includes:

- Learning assessment prior to the course (a simple, online survey that will customize the course to your needs)
- A resource package received during the workshop
- A detailed resource package received post-workshop
- Option to participate in a follow-up meeting to discuss your implementation successes & challenges
- Small class size to ensure maximum participation (maximum 15 participants)
- Early-morning, mid-morning & afternoon Tea with Snacks & Lunch
- Stationery (notebook & pen)

Important questions & answers:

Who is the intended target audience for this workshop?

- Individuals &/or organizations with experience in learning & development who are interested in applying social media to the learning & development field

What level of social media knowledge &/or experience do I need to take this course?

- While general familiarity with computers is a pre-requisite(e.g. being able to navigate the internet, conduct searches etc.), prior experience with social media is not.

Do I need a computer for the course?

- **Yes, it's essential to bring a laptop to the workshop that has Internet capability.** It's also recommended to bring an Internet modem for back up.

Do I get credit for this course?

- While this is the same course taught for credit in Canada, this is not being taught under the auspices of a university. If you'd like however, you can receive a certificate of participation.

I'm interested! How do I sign up?

- It's easy. Simply email your name & contact information to Lee-Anne Ragan (laragan@rpsinc.ca) & pay the workshop fee via MPesa (0722 724 790). The full fee must be paid by May 3rd. Once you register you'll receive a link to the learning assessment.

¹ The follow-up meeting date & time will be decided during the course, at the participants' convenience. Every effort will be made to include all participants. It will be offered once.



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What if I sign up & then I am forced to cancel for some reason?

- If you can substitute another person in your place, no problem. If you cancel before May 6th you'll receive a 75% refund. If you cancel the day before or the day of the workshop there is no refund.

I have another question that's not answered here. What do I do?

- I'm happy to answer your question. Simply email me laragan@rpsinc.ca

Your instructor:

Lee-Anne Ragan, M.Ed., B.S.W., President of Rock.Paper.Scissors Inc. (www.rpsinc.ca), has received local, national, & international acclaim for her work as a specialist in helping people & organizations in & from more than 80 countries laugh, learn & lead through a variety of workshop topics including social media, the Life Lenses™ assessment, cultural intelligence training & training trainers. Her lively, engaging workshops have been serving the not-for-profit, community-based, & corporate sectors for more than 20 years. Lee-Anne is happily married to her polar opposite & is mom to two boys. In her ideal world cookie dough would be a food group unto itself.



For more information about Lee-Anne please see:

- www.rpsinc.ca for her complete bio, client list, other subject matter expertise areas, list of monthly e-newsletters etc.
- www.rpsinc.ca/blog &/or www.life-lenses.com for her blogs
- her LinkedIn profile (under Lee-Anne Ragan)
- her twitter profile: @LeeAnneRagan