

Proposal: Social Media Training Webinar

To: Common Cause-Northern California

By: The Media Consortium

Date: May 1, 2013

**Proposal:** The Media Consortium’s Community Journalism Training Institute will provide a 30 minute webinar training as part of Common Cause’s volunteer training program.

**Brief Description:**

The 30 minute webinar, Be Heard!, will empower volunteers to use twitter, instagram, and similar social media in order to communicate their activism. The training will focus specifically on how volunteers can increase the likelihood that their communications will be picked up by others, including news media. The training will also ensure that volunteers create social media that can be tracked so the parent organization can utilize their communications and measure impact.

**Media Consortium/CJTI Deliverables:**

* 30 minute webinar conducted by Trainer (see below)
* Two 30 minute follow-up “office hours” conducted by Trainer

**PLUS:**

* 3 hours one-on-one social media training for Common Cause project manager over the life of the project.
* Impact analysis of webinar training based on 3 mutually agreed upon tags, to be completed within one month of each training.

**Trainers/Curriculum:**

The Be Heard! Curriculum has been developed by CJTI’s Susan Mernit, in consultation with Common Cause trainers. Trainings will be conducted by CJTI staff.

**Cost :**

**$30,000** Includes 28 webinars with followup office hours, plus impact analysis and personalized social media training for project manager.