Short Pitch

quick content overview:  
  
**30-60-90 minute Training** (online or in person)  
1. Empowerment (ordinary folks created viral social media; you can too)  
2. Expand your Circle (the power of hashtags)  
3. Guidelines (what matters is credibility--first person, eye witness, who, what, when, where)  
4. Custom content--we insert interactive experience based on your campaign (volunteers will actually practice creating content)  
  
**Two 30 minute "office hour" follow-ups**   
Our trainers are available during these set times to answer questions, look at sample tweets, etc.  
  
**Online resources (password protected)**

* FAQs about best practice use of Twitter, Facebook, Instagram, YouTube
* Metrics 101--overview of how to measure your own success online
* Dos and Don'ts (i.e. don't use campaign hashtags for personal messages, etc)
* Resources to learn more about citizen journalism

**Analysis of Impact**  
Our team will analyze the impact of our training within one month of the training based on the use of 3 hashtags   
  
cost:  
$50/trainee; 90 minute in-person training is $75/trainee because we bring in 2 trainers and add training on using cameras, tripods, etc.  
  
add-ons:  
We can train your staff to follow, analyze and amplify volunteer media use.  
  
Jo Ellen  
  
p.s. Most organizations are incorporating our trainings into grant requests for campaigns.