

Getting Started with WordPress: A workshop for nonprofit organizations

Presented by Volunteer Victoria

Thursday, Sept 30, 2010

9:00 a.m. — 12:00 p.m.

with local social media expert Paul Holmes

About the workshop:

It is widely recognized that blogging is an important marketing tool, and a central component of a successful social media presence for nonprofits. And, by all accounts, WordPress is the most popular blog publishing software available.

Are you part of a nonprofit that is considering starting a blog, or is at the beginning stages of blogging? At this workshop, you'll learn about categories and themes, delve into what tagging is, discuss keyword usage in posts, and get introduced to the most popular WordPress plugins. You'll also learn methods to automatically post your blog to Facebook and Twitter. The benefits of your own installed WordPress.org blog versus WordPress.com will also be discussed.

Learn from a real life example of a blog setup process for a local nonprofit agency and hear Volunteer Victoria staff discuss their experience with blogging over the past year.

Participants should have some familiarity with what blogging is and why it is used prior to attending this workshop.

About the trainer:

Paul Holmes is currently one of Canada's most sought after social media speakers and consultants. Paul's marketing and software expertise compliment his role as President of IdeaZone.ca. In order to exceed client expectations, Paul has brought together a strong team of professionals and leaders. He also ensures that IdeaZone.ca contributes to important community organizations as well as the online community through initiatives such as the Victoria chapter of Social Media Club, which he co-founded and IdeaZone.ca sponsors.

Paul also has an extensive knowledge of WordPress. He initiated and has organized Victoria's semi-annual WordCamp event for the past two years.

How to register:

Email volvic@volunteervictoria.bc.ca with your name and agency contact information. Follow up to secure your seat with cash or cheque (payable to "Volunteer Victoria") to 306-620 View Street, Victoria, BC V8W 1J6. Visa and Mastercard payments are also accepted. (*Note: Refunds not given after Sept 23, 2010.*)

Location & Pricing:

University of Victoria's Cadboro Commons Conference Centre, Victoria

\$89 early-bird rate for Volunteer Victoria members if registered by September 9, 2010 /

\$119 for non-members or Volunteer Victoria members if registered after September 9, 2010

Questions?

volvic@volunteervictoria.bc.ca / 250-386-2269 / www.volunteervictoria.bc.ca

