

Social Media Panel: Approaches to Help Make it Work for Your Work

Traditionally, consultants and practitioners have long used varying approaches to engage and transfer learning to end-users and participants. Finding the right mix between instructor led, online and other new technologies has sometimes been difficult. The introduction of Social Media into the equation of the workplace has introduced a number of new possibilities that OD, Learning and HR practitioners can use to approach the traditional learning environment. For training, in particular, social networks are a cost-effective way to deliver on demand learning in this new economy.

This panel will introduce strategies, approaches, real-time and best practices for gauging the current culture of your organization as well as discussing ideas for learning within your organization.

Objectives of the panel (but not limited to):

- Examine 2 ways that an organization can use social media for learning situations.
- Evaluate individual conference attendee's situations and give examples on how they can apply social media for that situation.
- Examine best practices for using social media to engage and collaborate.



Panelists: Benjamin McCall, Kendra Ramirez, Erin Schreyer and Steve Browne

Ben is a practitioner with Learning & Development and OD. He has specialized in Business Strategy, Change Management, OD, and performance improvement in his roles. His passion for aligning the functions of Learning and Development and HR with the strategies of

business is evident through his blog ReThinkHR.org where he writes about management, people, leadership, networking and his love for family and golf! Follow him on Twitter: @BenjaminMcCall or connect on LinkedIN.

Kendra is a nationally recognized social media authority and was a finalist for the 2009 Social Media Innovator of the Year award. Since 2005, she has helped organizations leverage social media tools. Her major strengths lie in her innate knowledge of valuable and cutting-edge social media tactics and her ability to intimately understand customers' challenges and quickly establish successful business strategies with clients. She has a successful track record of strengthening organizations through business development know-how, advanced social media prowess, and skills training.

Erin is President of Sagestone Partners, a Cincinnati-based firm focused on Leadership and Talent Management; founder of the non-profit group, Authentic Leadership Cincinnati, and a 2009 Runner-Up for Woman of the Year - Entrepreneur by the Cincinnati USA Regional Chamber of Commerce. Sagestone provides coaching, consulting and training services to help leaders maximize their effectiveness and positive impact on both people and business results. She is an avid blogger and uses various social media tools to connect, engage and educate those on topics of leadership.

Steve is Executive Director of Human Resources for LaRosa's, Inc. - a regional Pizzeria restaurant chain in Southwest Ohio, Northern Kentucky and Southwest Indiana. Steve has been an HR professional for 20+ years and worked in the Manufacturing, Consumer Products, and Professional Services industries in various Human Resources roles. A past president of the Greater Cincinnati HR Association, he currently facilitates a monthly HR Roundtable and runs an internet message board for HR professionals that reaches 5,500 + people internationally. Steve is a staunch supporter of using social media to train, engage, communicate and reach all levels within an organization.