



Creative Messaging & Social Media Workshop

Thursday, February 11th, 2016

9:00am-4:00pm

Atlantica Hotel

The 2nd REAL KT Workshop will inform participants on the creation of creative messaging and the utilization of social media with the end goal of communicating and engaging with key stakeholders.

This workshop is open to health care providers, administrators, decision-makers, health researchers, and trainees.

Topics covered will include:

- Formulating your 'Elevator Pitch'
- Panel Discussion- Media and Social Media
- Participation in hands-on workshops
 - Enhancing your Twitter Account
 - Introduction to YouTube and Videos
 - Using Social Network Analytics to Evaluate your Message

Registration and additional details can be found at www.nshrf.ca/realkt

If you have any questions, please contact allyson.gallant@dal.ca