



STEP

Staff Training in Extramural Programs
Administrative Strategies

NIH and Social Media: You've Got Connections!

Use of social media in the workplace is exploding. NIH social media policies provide guidance for effectively communicating with various communities. How do you match these media to strategic needs? Come learn from the experts how you can use social media tools such as Twitter, YouTube, Yammer, LinkedIn, Facebook, etc.

Tuesday, January 8, 2013

9:00 AM to 12:30 PM

Building 38A, Lister Hill Auditorium

Speakers (9-11 AM)

Mac Cullen, *Digital Strategist, Ogilvy Public Relations, Washington, DC*

Justin Herman, *New Media Manager, General Services Administration, Washington, DC*

Scott Prince, *Chief, Online Information Branch, Office of the Director, NIH*

Sally J. Rockey, PhD, *Deputy Director for Extramural Research, Office of Extramural Research, Office of the Director, NIH*



Committee Members: Pamela Fleming (Chair), Nara Gavini, Sonia Jakowlew, Tracy Rankin, Alan VanBiervliet, Maqsood Wani

Exposition (11-12:30 PM)

NIH staff and commercial vendors will provide information and demonstrations on effective social media communication

Exposition Developers: STEP, NIH Office of Communications and National Library of Medicine New Media Practitioners Group

Exhibitors



This training is recommended for 1 Extramural Scientist Administrator (ESA) Training Credit and 2 Continuous Learning Points for Contracting Officer's Representative Refresher Training



All HHS employees are welcome. No advance registration is required; first-come, first-seated. Email a request to the STEP office at shanes@od.nih.gov or call the STEP office at 301-435-2734 by December 21, 2012 for sign language interpreters or other reasonable accommodations. The program may be viewed on the NIH Video-cast at <http://videocast.nih.gov/>. For details, visit <http://step.nih.gov>. Parking is available in the Lister Hill garage or Building 41 parking lot or take the NIH shuttle to the main campus.

