

May Learning Event: Using Social Networking Tools

With Jonathan Good

Networks get things accomplished. Whether you're sending an e-mail or commuting to work, networks make it happen. You are using them all the time—even if you aren't aware of them.

Social networks can help us with finding new jobs, locating new friends, or even finding relationship partners. Here's how it works: you know Tom, Tom has a friend named Sara, and Sara has a friend named Joe who has a job for you. This is a network of people—a social network.

Don't forget to bring your business cards for structured networking.

The problem, however, with social networks in the real world is that many of the connections between people are hidden. Your network may have huge potential, but it is only as valuable as the people and the connections that you can see. This problem is being solved in the online world with social networking websites. These sites allow users to view the connections that are normally hidden.

During the May Learning Event, Jonathan Good of Greenwala.com will present how to use social networking to help you demonstrate your knowledge and

**Wednesday
May 27
6–8 p.m.
Doubletree
Club Hotel
7 Hutton Center Dr.
Santa Ana**

credibility, market yourself or your brand, find your next job, or get prepared for a future transition.

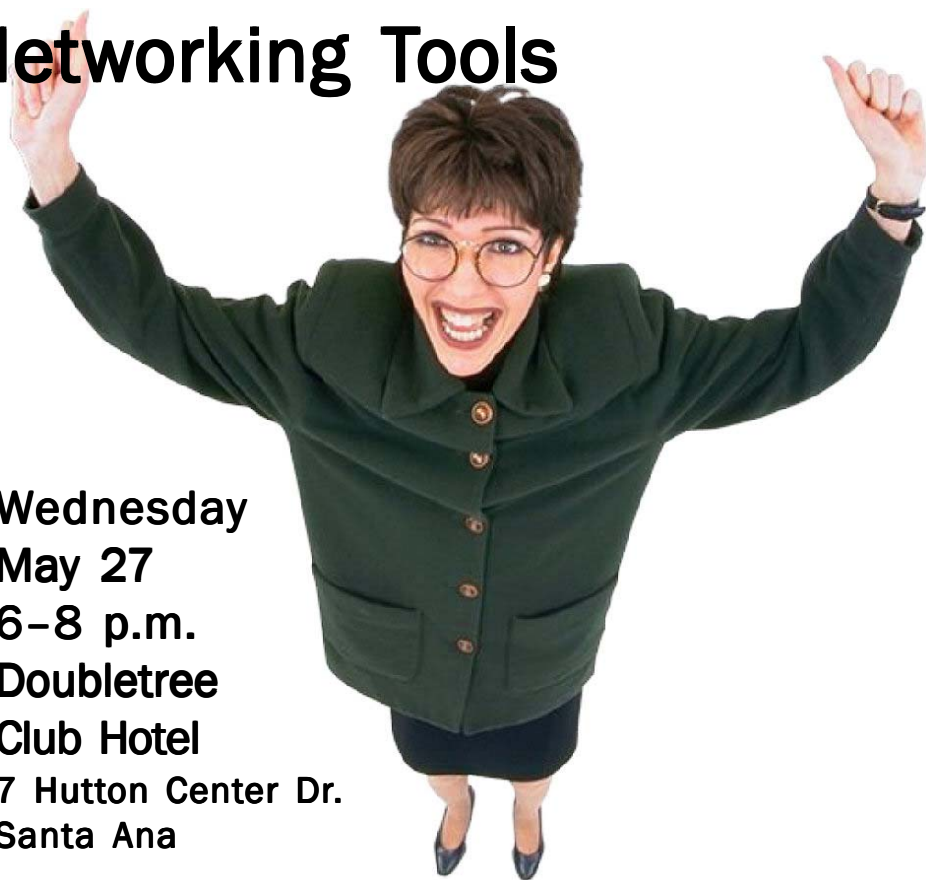
The presentation will cover:

- Best practices for using Facebook, LinkedIn, MySpace, Twitter, Google, blogs, and more
- How to create your social media marketing strategy
- The positive effects of social media on search engine optimization (SEO)

- Measurement and listening
- Things not to do using social media
- How to get more business, build your brand, and create awareness

The presentation will have information that helps those who want to get started using social networks, those who are using them but would like to use them more effectively, and those who have specific issues they'd like addressed.

More Learning Event on page 3



2009 ASTD-OC Events Calendar

Wednesday, May 13

4–6 p.m.

Training & Technology SIG Meeting

This month, we'll explore some compelling issues surrounding the phenomenon of "Death by PowerPoint," and how the ubiquitous PowerPoint corporate presentation can be improved. Visit the Training & Technology webpage at astdoc.org to register for this event or to receive more info.

Location: Orange County Fire Authority, 1 Fire Authority Road, Classroom 1, Irvine

SIG Leader(s): Karen Wales (714) 271-9325, Susan Forman (949) 551-2389, Elaine Jordan (949) 981-4603

Thursday, May 14

7–8:30 p.m.

Career Management SIG Meeting

The Career Management SIG provides professional career coaching for those wanting to remain current in managing their careers or those in the midst of a career transition. The leader is Karen Moraski, owner of KM Training and Coaching in Irvine. Karen has over 12 years experience as a project consultant for Right Management, the world's largest career coaching and outplacement firm.

Location: Whole Foods Cafe, The District, 2847 Park Avenue, Tustin

SIG Leader: Karen Moraski, karenmoraski@yahoo.com

Monday, May 18

6–8 p.m.

ASTD-OC Board Meeting

The Board Meeting is open to all ASTD Orange County Members. Contact Anthony Harmetz at President@astdoc.org if you are interested in attending.

Wednesday, May 27

6–8 p.m.

Monthly Learning Event: Using Social Networking Tools

During the May Learning Event, Jonathan Good of Greenwala.com will present how to use social networking to help you demonstrate your knowledge and credibility, market yourself or your brand, find your next job, or get prepared for a future transition.

Location: Doubletree Club Hotel, 7 Hutton Centre Drive, Santa Ana

Facilitator: Jonathan Good

May 31 thru June 3

Four-Day Event

ASTD 2009 International Conference and Exposition (ICE)

Held each spring, this premier event for workplace learning and performance professionals welcomes attendees from more than 70 countries. The conference features 200 plus educational sessions from industry-leading experts, and a world-class Expo Hall filled with the latest products and services available from top suppliers.

Visit www.astd2009.org to receive more info or to register for this event. Remember to ChIP it with ASTD-OC's Chapter ChIP, CH8091, when registering for a National ASTD event.

Location: Walter E. Washington Convention Center, Washington, D.C.

June 9 thru 30

Online Workshop

ASTD National Workshop: Managing External Vendors

As companies downsize and decentralize, external vendors and contractors are more and more critical to project success. It is generally not possible to micromanage all the external vendors and their tasks, so project managers must macro-manage these activities. This online workshop provides the answers to the following questions: How can I estimate, manage, and control external vendor deliverables? How can I monitor activity dependencies between external vendors or between internal and external staff? How can I focus multiple agendas into a successful project completion? Visit www.astd.org to receive more info or to register for this event. Remember to ChIP it with ASTD-OC's Chapter ChIP, CH8091, when registering for a National ASTD event.

June 10 thru 24

Online Workshop

ASTD National Workshop: Essentials of Energizing Virtual Presentations

More and more business professionals are delivering presentations using electronic conferencing software. You are excited with the possibilities of this new medium, but you are also apprehensive about how you will rise above its limitations. This interactive online workshop will help you develop and deliver virtual presentations that are both interactive and inspirational. Visit www.astd.org to receive more info

or to register for this event. Remember to ChIP it with ASTD-OC's Chapter ChIP, CH8091, when registering for a National ASTD event.

Thursday, June 11

7–8:30 p.m.

Career Management SIG Meeting

Location: Whole Foods Cafe, The District, 2847 Park Avenue, Tustin

SIG Leader: Karen Moraski, karenmoraski@yahoo.com

Monday, June 15

6–8 p.m.

ASTD-OC Board Meeting

The Board Meeting is open to all ASTD Orange County Members. Contact Anthony Harmetz at President@astdoc.org if you are interested in attending.

Wednesday, June 24

11 a.m.–1 p.m.

Monthly Learning Event

Location: The Turnip Rose, 300 South Flower, Orange



Online registration is now more secure than ever with ASTD-OC's Secure Sockets Layer (SSL) Certificate. Both online and printable registration forms for all events are available at www.astdoc.org.



Give 'em the ChIP!

Your ASTD-OC Chapter ChIP is CH8091. When you:

- Register or renew your ASTD National Membership
- Register for any ASTD National Event or Seminar
- Purchase items (books, classes, etc.) from ASTD National

Providing your ChIP will earn ASTD-OC a financial "bonus."

Let Yourself Be Heard

Have an interesting training experience you would like to share? Know a good training tip you think your colleagues could use? Attended a local or international ASTD event recently? If so—or if you would just like to speak your mind—the OrangeSpiel is always looking for articles to enhance our quarterly editions. Submit any article to the OrangeSpiel Manager, Steve Belisle, at getpublished@astdoc.org.

ASTD-OC on LinkedIn

No fuss, no muss. This is where the ASTD-Orange County Chapter meets online. You don't have to be a formal member of the chapter to join this forum. But, we hope you will because we get together frequently in the real world, too.

Have you joined the discussion yet? So far, we have 247—and climbing—members involved with our LinkedIn community. Don't be left out. Visit the ASTD-OC website for more information on signing up or www.linkedin.com/groups?home=&gid=142986.



**Don't be left out in the cold!
Join our chapter's LinkedIn discussion group
and join the conversation!**

Save these dates for upcoming ASTD-OC Monthly Learning Events:

- June 24, Lunch at the Turnip Rose
- July 22, Dinner at the Doubletree Club Hotel

About May Learning Event Presenter Jonathan Good

As a founding member of Greenwala, Jonathan is the vice president of marketing, directing the brand development, community building, and strategic partnerships to further the company's mission. Greenwala is the first social network and media company to unite consumers who are committed to living a sustainable lifestyle with brands that align with their values. He is a leader in social media, bringing Web 2.0 tactics to the creation and development of the green social community. He is cited as an evangelist who espouses the value of social networking as a powerful tool to create and encourage stewardship of the environment.

Jonathan has served as the president of the Orange County chapters of the International Association of Business Communicators (IABC) as well as AIGA, the Professional Association for Design.

Free Seats Offered to Organizations Hosting ASTD-OC Events

Does your organization have extra meeting space? Do you know of a location suitable for the ASTD-OC chapter to host Delivery Skills Course classes, Total Trainer sessions, low-cost workshops, or other meetings?

We are looking for contact/organization information from anyone who may be interested in hosting. If you are interested or know someone who may be, please contact Janine Collins at (888) 493-7266, Ext. 4677, or jcollins@wescom.org.



May Learning Event:
**Using Social
Networking Tools**

With Jonathan Good

Wednesday, May 27
6–8 p.m.
Doubletree Club Hotel
7 Hutton Center Dr., Santa Ana

