

comm.UNITY newsletter

KEEPING UP WITH comm.UNITY

Social media extraordinaire and Ph.D. student Professor Phil Johnson led an insightful workshop for students and comm.UNITY members on Wednesday, March 3, about effectively utilizing social media tools for professional and personal use. Some of the highlights included blogging, RSS feeds, and learning the ins and outs of Twitter. ■

 @commUNITYsyr

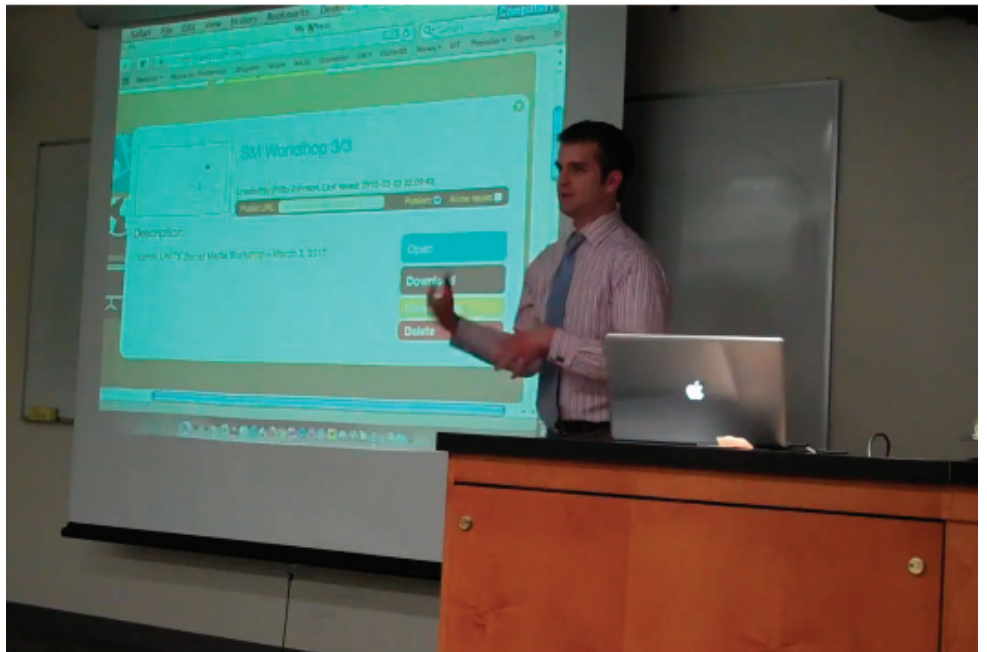
upcoming events

- Film screening for International Food Consortium at Palace Theater on James Street, April 13th from 5:30 p.m. to 7 p.m.
- "Dessert in the Dark" event hosted by Aurora of CNY, April 14 at the Sheraton at Syracuse University from 6 to 8:30 p.m. Includes a dessert buffet & "blind" taste test - \$5 donation at the door
- Next meeting: March 24, featuring a speaker from IFC

BOYS & GIRLS CLUBS OF SYRACUSE

Project Leader Lisa Frangella shares her comm.UNITY experience with us!

Working on marketing and promotional materials for the Boys & Girls Clubs of Syracuse has been exciting this semester! We have a core group of dedicated individuals working in a variety of fields to better sustain awareness of the Boys & Girls Clubs mission. It has been wonderful getting to know students from different years across several majors and rewarding to use our talents and knowledge to help achieve the goals that Boys & Girls Clubs has laid out.



PhD. student and social media expert, Phil Johnson discusses the importance of social media as a means of personal branding. His social media seminar, held on March 3, highlighted sites like Twitter, Filtrbox, Netvibes, RSS feeds and Google Reader.

A MESSAGE FROM OUR EXECUTIVE DIRECTORS

It's been a whirlwind of a semester with comm.UNITY – but in a good way! Now that we've been serving our 10 clients for over a semester, our project leaders and their teams are getting into the nitty-gritty of their work: editing interviews and videos, implementing poster campaigns, and hashing out the details of web redesigns.

We are so proud of how this organization has progressed in the past two years since it was founded. On behalf of the executive board, we can't see the final projects and work at the end of April. For updates and cast study examples, be sure to regularly check our Web site at <http://comm.unity.syr.edu>, and follow us on Twitter: @commUNITYsyr.

This semester, we're also getting involved in lots of events in the community with our nonprofits. In mid-April, we're going to a screening for the International Food Consortium at the Palace Theater, as well as a

"Dessert in the Dark" event sponsored by Aurora of Central NY, which works with people with hearing or vision loss.

comm.UNITY is also making progress with its membership! Earlier in the semester, a director from B.A.S.C.O.L. (Before and After School Childcare on Location) spoke at a general member meeting about her experiences in the nonprofit sector. And we had a fabulous turnout at last week's social media workshop! These meetings for our membership are a small yet important aspect of comm.UNITY as an organization; it puts the work for our clients into perspective.

We look forward to another month and a half of great work from our members and respective project leaders. Keep a lookout in our next newsletter for the final design of our new comm.UNITY t-shirt!

Sincerely,
Erica Rosenthal and Megan Hess
comm.UNITY Co-Executive Directors