

## **SOCIAL NETWORKING: UNIONS' NEW ORGANIZING STRATEGY**

**Web Seminar**

**August 4, 2010**

**10:00 a.m. – 11:00 a.m. PST**

*"This program has been submitted to HR Certification Institute for review"*

### **Description:**

Staying in constant touch with your employees has never been more important. More than 75% of current union members use text messaging every day to stay in touch with members. Through TMU (text my union) labor organizations are using the Communication Advantage to immediately mobilize members to attend meetings, pay dues, vote, rally, strike and stay in real-time contact. How often do you see your employees?

Most Americans are on Facebook, are LinkedIn, Twitter, use MySpace, blog or post videos on YouTube. Nearly 80% of all Internet users participate in social networking. Clearly a fast growing phenomenon, it is evolving rapidly, creating challenges for organizational strategies and relationships.

In this webinar, you will learn how to leverage your social networking efforts, and how to manage social networking in your organization. We will share outcomes of unions' social networking efforts as well as video examples and case studies to shed light on how your social networking plan can counteract these efforts.

**Course Objectives:** By the end of this presentation, participants will be able to:

- ✓ Describe three ways unions use social media to reach their goals.
- ✓ Understand which elements should be included in an organizational policy and those elements that cannot.
- ✓ Discuss how managers should respond to social networking requests.

### **Faculty:**

**Susan Harris** is president of the Healthcare Division of The Burke Group. Prior to The Burke Group, she served as vice president of Clinical and Professional Services at the California Hospital Association, and was past president of the California Nurses Association, where she worked as staff for several years. She also worked as a staff pediatric hemology/oncology staff nurse before holding several executive leadership roles within hospital administration. From her work across the country, she encounters the full range of hospital issues, and is familiar with the strategies and tactics unions are utilizing in their organizing and bargaining activities.

**Doug Hart** is an experienced trial lawyer and has successfully represented employers in several jury trials. He represents employers in state and federal court and before state and federal administrative agencies with respect to all aspects of employment law and labor relations including wrongful discharge, employment discrimination, National Labor Relations Act, and wage and hour issues. He has represented employers in major union organizing campaigns, and has significant experience with the financial services, insurance, healthcare and construction industries.

### **Recommend for:**

Human Resources Executive Directors  
Employee Relations Managers/Specialist

## **How a Web Seminar Works**

This web seminar allows you to attend and participate without ever leaving the office. The seminar is presented live, via the Internet and a telephone line.

Audio for the seminar is accessed through a telephone. During the program, you will have the opportunity to ask questions to the presenter. If multiple people will be listening to the program at your office, you can listen via speakerphone. The slide presentation is accessed on your computer via the web.

## **Tuition**

This program is open to members of the Hospital Association of Southern California. If you have questions regarding your membership status, please contact Karen Ochoa at (213) 538-0765

**Prices are based on a per connection basis from one location.**

**\$125 HASC Hospital Members**

**\$175 Non-Member Rate (Non member registrations are subject to review and approval and will not be confirmed until the registration has been approved).**

Payment must be received no later than three days prior to the program.

***Multiple staff can participate from one location for one tuition fee. Please note that if an additional attendee connects from another location, they will be invoiced separately.***

## **Confirmation and Instructions**

Upon receipt of payment, you will receive a confirmation e-mail and complete instructions on how to access the program.

## **System Requirements**

PC-based attendees

Required: Windows® 7, Vista, XP, 2003 Server or 2000

Macintosh®-based attendees

Required: Mac OS® X 10.4.11 (Tiger®) or newer

## **Register by Fax**

Fax your registration to (213) 482-8537. ***Registration deadline is July 30, 2010. If you are planning to pay by check, please fax your registration form to ensure that it is received before the registration deadline.*** Checks should be made payable to HASC and mailed to:

Hospital Association of Southern California

Attn: Human Resources –Social Networking: Unions' New Organizing Strategy

515 South Figueroa Street, Suite 1300

Los Angeles, CA 90071-3300

***Please note on check: 2175-148-000***

## **Cancellation Policy**

A \$25 non-refundable processing fee will be retained or invoiced for each cancellation. Cancellations must be e-mailed by **Monday, July 21, 2010** to [kochoa@hasc.org](mailto:kochoa@hasc.org). Cancellations and non-attending registrants are responsible for the entire registration fee and will be invoiced if payment has not been received. Fees are non-transferrable to other HASC seminars, substitutions are accepted at anytime.

Questions, Contact: Karen Ochoa at (213) 538-0765 or [kochoa@hasc.org](mailto:kochoa@hasc.org)



**SOCIAL NETWORKING: UNIONS' NEW ORGANIZING STRATEGY**

**Web Seminar**

**Wednesday, August 4, 2010**

**10:00 a.m. – 11:00 a.m. PST**

*"This program has been submitted to HR Certification Institute for review"*

*Fax your registration form to (213) 482-8537 by July 30, 2010.*

- \$125 HASC Hospital Member
- \$150 Non-member fee

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Zip: \_\_\_\_\_  
 Email *required*: \_\_\_\_\_  
 Phone: \_\_\_\_\_

Multiple staff can participate from ONE location for the same tuition fee. *Please note that if an additional attendee connects from another location, they will be invoiced.*

	Name	Title
1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____

**PAYMENT METHOD:**

**Check # \_\_\_\_\_ Mail check to:**  
 Hospital Association of Southern California,  
 Attn: Human Resources –Social Networking: Unions' New Organizing Strategy Web Seminar  
 515 South Figueroa Street, Suite 1300  
 Los Angeles, CA 90071-3300  
*Please note on check: 2175-148-000*

MasterCard  Visa  American Express

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Amount: \_\_\_\_\_

Cardholder Name (please print): \_\_\_\_\_

Cardholder Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cardholder Phone: \_\_\_\_\_ Authorized Signature \_\_\_\_\_ Date: \_\_\_\_\_

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I have read and understand the cancellation policy.