

Technology and Access to Justice

Fiona MacCool, CLEONet Project
Manager

www.cleonet.ca

2010 Canadian Conference on Elder Law
Friday October 29, 2010



Presentation Outline

- About CLEO and CLEONet
- CLEONet's Public Legal Education Webinars
- Webinar Best Practices and Lessons Learned
- Social Media Overview
- Social Media Best Practices and Lessons Learned
- Social Media Examples from the Sector
- Discussion Questions
- For More Information: Suggested articles, sites and tools mentioned



About CLEO

- Established over 30 years ago, CLEO (Community Legal Education Ontario / Éducation juridique communautaire Ontario) is a community legal clinic dedicated to providing low-income and disadvantaged people in Ontario with the legal information they need to understand and exercise their legal rights.
- In collaboration with legal clinics and other community organizations across Ontario, CLEO identifies legal information needs, develops, and distributes clear language public legal education materials about the law. Through special projects (like CLEONet), CLEO also supports the capacity of community organizations to meet their communities' diverse needs for legal information and education.



About CLEONet

- www.cleonet.ca offers the latest legal information (resources, news, events and webinars) on a wide range of topics, produced by hundreds of community organizations and legal clinics across Ontario.
- CLEONet is currently designed for community workers and advocates who work with low-income and disadvantaged communities.
- We have funding support to expand the work we have done with CLEONet and develop a new site of legal information for the public. (Aiming for phase one of a new public web site yourlegalrights.on.ca for September 2011).



Public Legal Education Webinars

CLEONet is partnering with community organizations from across Ontario to deliver online workshops about legal issues for community workers. They are delivered through a telephone conference call integrated with a web meeting that lets participants hear the presentation, look at Power Point slides, browse web sites together, and ask questions using live chat or by phone. We also record these webinars so that they can be accessed on CLEONet on an ongoing basis. See: www.cleonet.ca/training

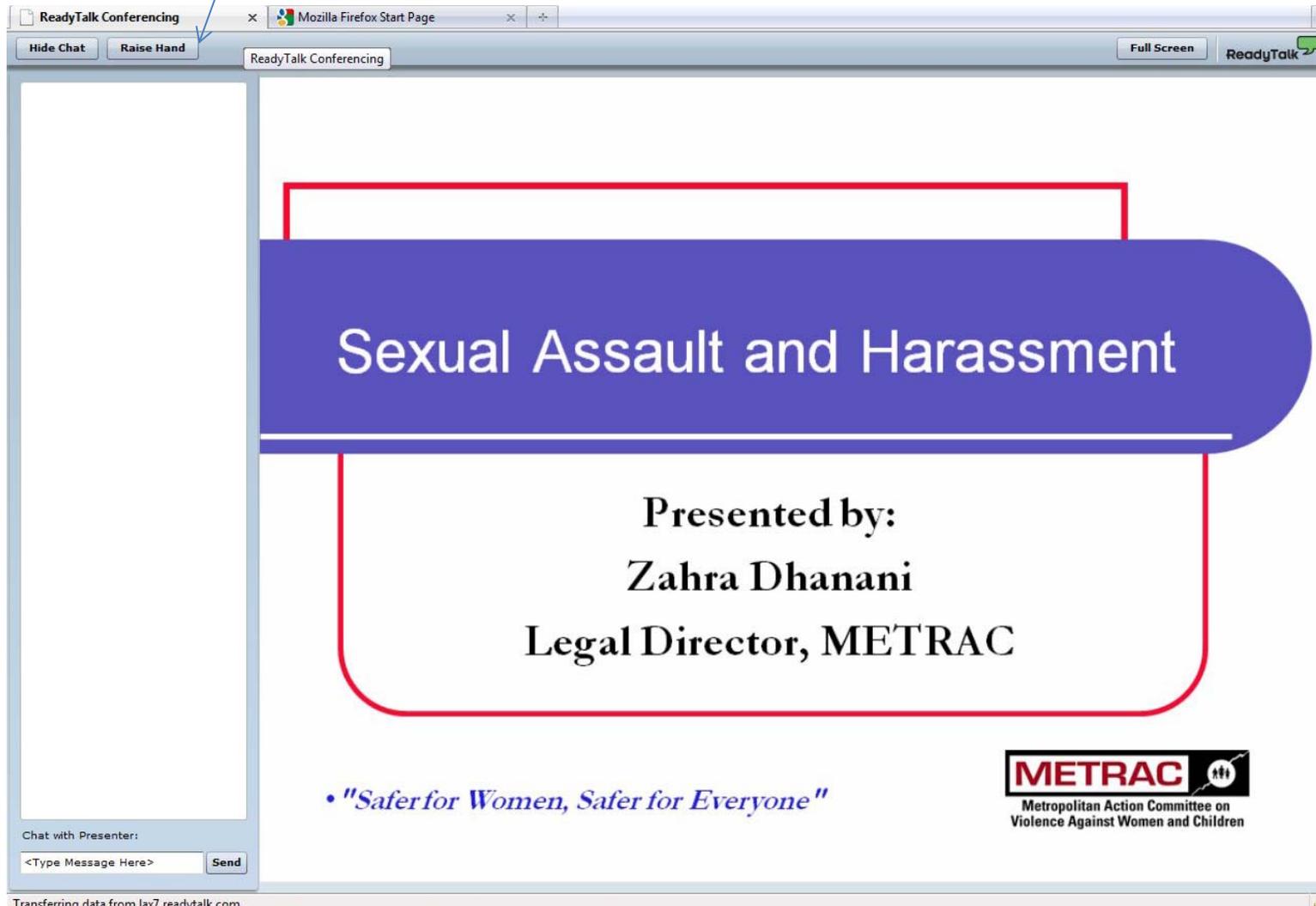


Webinar Features

- Sharing Power Point slides
- Live Chat
- Integrated Telephone conference call
- Letting users “see” your desktop
- Granting control of your desktop
- Great tool for online meetings/training or interactive Q&A
- Low-cost tool for producing video-based information
- Can be produced as a Podcasts, uploaded to YouTube, or embedded in social networking sites



Participant View



ReadyTalk Conferencing

Hide Chat Raise Hand ReadyTalk Conferencing Full Screen ReadyTalk

Sexual Assault and Harassment

Presented by:
Zahra Dhanani
Legal Director, METRAC

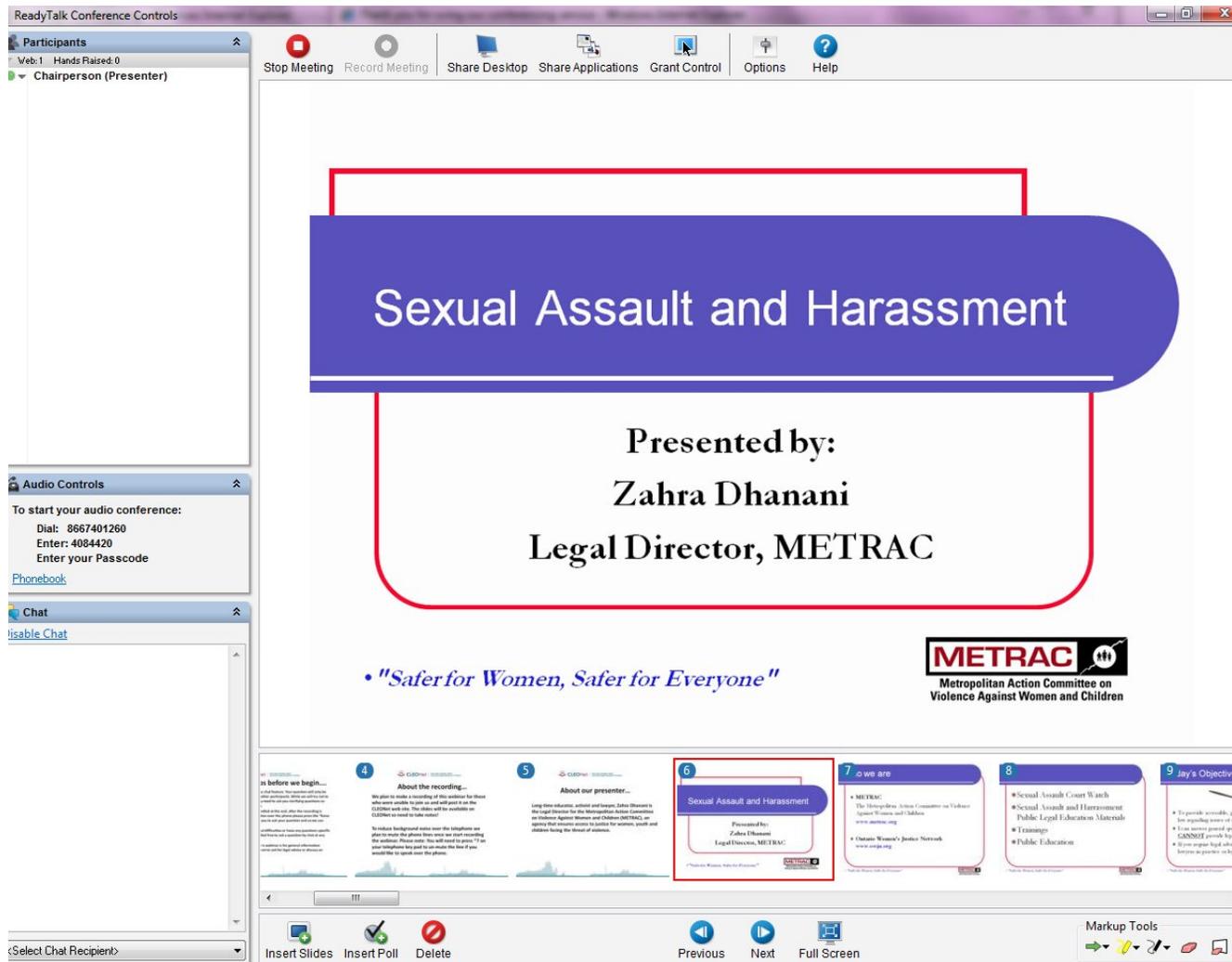
• *"Safer for Women, Safer for Everyone"*

METRAC
Metropolitan Action Committee on
Violence Against Women and Children

Chat with Presenter:
<Type Message Here> Send

Transferring data from lax7.readytalk.com...

Co-presenter View



The screenshot displays the ReadyTalk Conference Controls interface. The main content area shows a slide with the following text:

Sexual Assault and Harassment

Presented by:
Zahra Dhanani
Legal Director, METRAC

"Safer for Women, Safer for Everyone"

METRAC
Metropolitan Action Committee on
Violence Against Women and Children

The interface includes several side panels and a bottom control bar:

- Participants:** Shows 'Web:1 Hands Raised: 0' and 'Chairperson (Presenter)'.
- Audio Controls:** Provides instructions to start an audio conference, including dial-in numbers (8667401260, 4084420) and a passcode field.
- Chat:** Labeled 'isable Chat'.
- Bottom Control Bar:** Contains 'Insert Slides', 'Insert Poll', 'Delete', 'Previous', 'Next', 'Full Screen', and 'Markup Tools'.

A blue arrow points to the 'Markup Tools' section in the bottom right corner of the interface.

[Home](#)[Resources](#)[News & Events](#)[Webinars](#)[About](#)[Contact](#)[Search](#)[Help](#)

Welcome to CLEONet

October 28, 2010

Featured Resource

Legal Rights Guides: Rental Housing

CLEO (Community Legal Education Ontario/Éducation juridique communautaire Ontario), 2010

VISIT
CLEONET
FOR

Resources

Legal information from community organizations across Ontario

News & Events

Latest news and events about legal issues and law reform

Webinars

Online public legal education workshops

RESOURCES BY LEGAL TOPIC

Legal subtopics A-Z

- Abuse and Family Violence
- Aboriginal Law
- Consumer Law
- Criminal Law
- Education Law
- Employment and Work
- Family Law
- Health and Disability
- Housing Law
- Human Rights and the Charter
- Immigration and Refugee Law
- Legal System
- Social Assistance and Pensions
- Wills and Estates



New from CLEO
Legal Rights Guides

Stay informed and up to date:

Sign up for our
Email Bulletin

Stay connected and follow us:**Watch and listen...**

CLEONet's Public
Legal Education

Webinars

- Suggest content for CLEONet
- Add a link to CLEONet on your site
- Add CLEONet content to your site

Focus on

CLEONet has resources in over 60 languages. **Find out more.**

Public Legal Education Webinars



[ABOUT OUR WEBINARS](#)

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[UPCOMING WEBINARS](#)

[GET WEBINAR ALERTS BY E-MAIL](#)

Welcome

Public Legal Education Webinars

CLEONet is partnering with community organizations to deliver workshops about legal issues online. These webinars are aimed at community workers and advocates who work with low-income and disadvantaged communities in Ontario.

These public legal education webinars are easy to take part in. Participants only need a telephone and a computer with an Internet connection. [Watch the Demo.](#)

[Read more](#)

ODSP Disability Determination and Application

Tuesday, Sept 21, 2010 at 12:00 p.m. This webinar is Part III of a three-part review of Ontario Works (OW) and the Ontario Disability Support Plan (ODSP) presented by Catherine Manson of [Flemingdon Community Legal Services](#). It gives health practitioners and community service providers information on the Ontario Disability Support Plan disability determination and application processes.

Space is limited so [register](#) today.

[Add new comment](#)

[Read more](#)

[WATCH AND LISTEN: ARCHIVED WEBINARS](#)

- [Bill 168 Harassment and Violence in the Workplace](#)
- [Cell Phone Contracts](#)
- [Collection Agencies](#)
- [Consumer Reporting and Credit Reporting](#)
- [Criminal Injuries Compensation Board](#)
- [Door-to-Door Sales](#)
- [Elder Abuse](#)
- [Employment Rights](#)
- [Energy Re-billing](#)
- [Fired or Laid Off?](#)
- [Forced to Quit?](#)
- [Health Care Consent](#)
- [Health Care Consent and Advance Care Planning](#)
- [Human Rights in Your Workplace](#)
- [Identity Theft: An Overview](#)
- [Identity Theft: Assisting Victims](#)
- [Legal Aid Ontario](#)
- [Motor Vehicle Repairs](#)
- [OW and ODSP Rights and Benefits Overview](#)
- [Pre-Paid Services](#)

Public Legal Education Webinars



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[UPCOMING WEBINARS](#)

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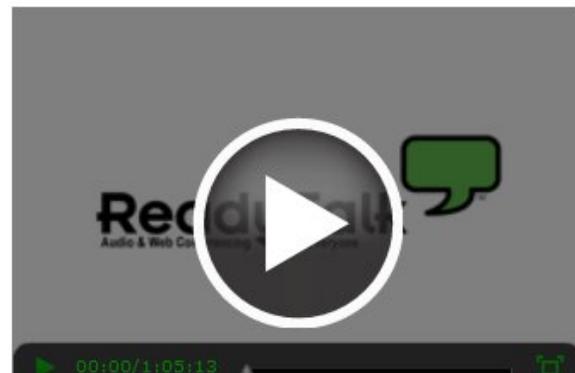
Collection Agencies

Hot Topics in Consumer Protection: Collection Agencies

Recorded on October 19, 2009 (65 minutes)

This webinar, presented by Margaret Capes, Legal Education Coordinator of [Community Law School \(Sarnia-Lambton\) Inc.](#), discusses the protections for consumers that come under the Ontario Collection Agencies Act. It also describes the best way to deal with collection agencies and what consumers can do if a collection agency violates the Act.

To view and listen to this webinar click [here](#) or watch using the embedded player below. If you cannot see the player you may need to upgrade to the latest [Adobe Flash player](#). To view the webinar in Quicktime format, click [here](#) (18.6 MB).



FEEDBACK

- [Archived webinar feedback survey](#)

WATCH AND LISTEN: ARCHIVED WEBINARS

- [Bill 168 Harassment and Violence in the Workplace](#)
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- [Health Care Consent](#)
- [Health Care Consent and Advance Care Planning](#)
- [Human Rights in Your Workplace](#)
- [Identity Theft: An Overview](#)
- [Identity Theft: Assisting Victims](#)

Lessons Learned & Best Practices

- Select a webinar tool that is the best fit for your audience. Is your audience likely to have a microphone or web cam? Is an integrated telephone option essential for their participation? Is a toll-free phone number important in making it accessible?
- Gear the material and promotion toward the intended audience. For CLEONet webinars this means service providers who may not have a legal background.
- Provide appropriate disclaimers and ground rules to ensure participants do not seek legal advice during the webinar or provide too much information about their own, or their client's, personal circumstances.



Lessons Learned & Best Practices (cont'd)

- Length: Our attention span online and on a conference call is shorter than for an in-person event so try to keep the webinar length to less than one hour.
- Visuals: Audiences need to follow along as they listen so it helps to have visuals such as images rather than just blocks of text.
- Ensure participants have copies of presentation slides or handouts after and preferably before the webinar so they don't feel rushed to make notes during the presentation.



Lessons Learned & Best Practices (cont'd)

- Try to find ways to reach out and engage often to make sure you are connecting with participants. Try to draw out the audience with short questions, true or false, "raise your hand," etc.
- Have a co-presenter help you take questions from users and provide you with the feedback for follow-up.
- Provide the necessary supports people need to join in (technical help, walk-through, reminders, follow up email).



Evaluation and Follow up

- Provide opportunities for evaluation afterward and share results with the presenters. Use short surveys and follow up interviews if possible.
- Provide a chance for people who listen/watch the webinar later to ask questions or provide comments and share these with the presenters on an ongoing basis.
- De-brief after each webinar with presenters so that they can be part of a process of continuous improvement



Social Media: What is it?

Social Media is people using tools (like blogs & video) and sites (like Facebook & Twitter) to share content and have conversations online.

Source: Primal Media
<http://www.slideshare.net/PrimalMedia>



Where is all this social networking happening?



Source: Universal McCain Comparative Study on Social Media Trends (March 2008)



Why work with Social Media?

- Because the statistics on its usage are staggering and growing (particularly with seniors)
- Because it is free and easy to do (even for non-techies)
- Because instead of expecting your audience to continually visit your web site, it delivers your content to them
- Because it is designed to be transparent and user-centered and it encourages dialogue and action
- Because it allows information to move so quickly
- Because it gives us other places to be heard but also new places to listen



Digital Divide in Canada: A Closing Gap

- In 2009, 80% of Canadians aged 16 and older, or 21.7 million people, used the Internet for personal reasons, up from 73% in 2007 when the survey was last conducted.
- Of those aged 45 or older, two-thirds (66%) went online during 2009, up from 56% in 2007. This age group, traditionally slower to adopt and use the Internet, accounted for 60% of all new Internet users since 2007.
- Digital divides on the basis of income, education and age narrowed between 2007 and 2009. The vast majority (94%) of people from households with incomes of \$85,000 or more, used the Internet, compared with 56% among households in the lowest quartile, those with incomes of \$30,000 or less. (Up from 90% and 48% in 2007).
- Among Canadians living in communities with a population of 10,000 or more, 83% used the Internet compared with 73% of those from communities with fewer people.

Sources:

<http://www.statcan.gc.ca/daily-quotidien/100510/dq100510a-eng.htm>

A decorative silhouette of a city skyline, including the CN Tower, is positioned at the bottom of the slide, partially overlapping the source information.

Social Media in Canada: Who is using it?

- An estimated 3 out of every 5 Canadians is on Facebook.
- Only 1.45% of Online Canadians Use Twitter.
- In June 2009, Ipsos Reid reported that 44% of those aged 55 and over who used the Internet had a social network profile.
- Newcomers to Canada across all income levels spend more time online than those born in Canada and are more likely to engage in content producing, social networking activities online.

Sources:

http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=4423&wt.mc_id=1110037&ce=RBlackwell@globeandmail.ca&link=4423&top=

<http://www2.parl.gc.ca/Content/LOP/ResearchPublications/2010-05-e.htm>

<http://www.checkfacebook.com/>

How Newcomers Look for the Services and Information They Need – Presentation by Nadia Caidi, Associate Professor, University of Toronto -

http://atwork.settlement.org/sys/atwork_whatshappen_detail.asp?anno_id=2008105



Facebook Usage: How does Canada compare?

10 Largest Countries

1.	United States	142,631,260
2.	Indonesia	29,363,800
3.	United Kingdom	28,038,000
4.	Turkey	23,036,280
5.	France	19,592,080
6.	Philippines	17,620,720
7.	Italy	17,241,780
8.	Canada	16,980,140
9.	Mexico	16,630,320
10.	India	14,852,060

Source:

<http://www.checkfacebook.com/>

Data summary

Facebook penetration by country			
country	Facebook users (July 2010)	population	Percentage penetration
Hong Kong	3408240	7026400	48.51
Canada	15497900	34077000	45.48
United Kingdom	26543600	62041708	42.78
United States	125881220	309114000	40.72
Chile	6944540	17063000	40.7
Sweden	3798020	9349059	40.62

Source: Nick Burcher, July 2010

<http://www.nickburcher.com/2010/07/interactive-facebook-usage-map-from.html>



Age-based Facebook Usage in Canada

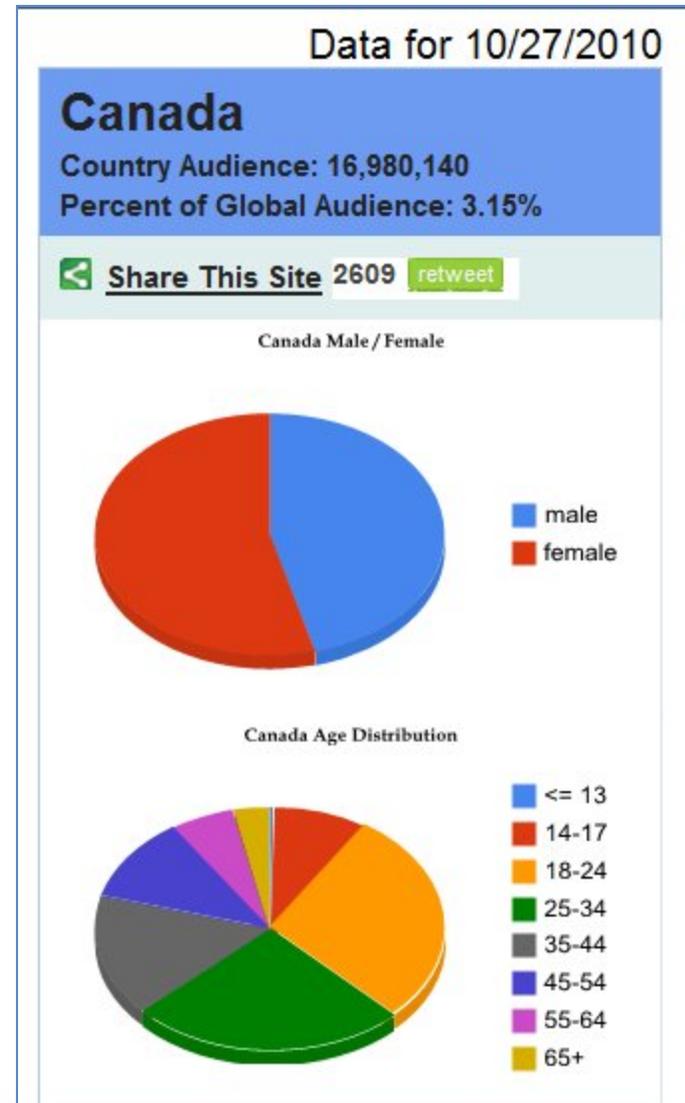
Facts:

There are over 1 million registered Facebook users in Canada that are 55-64

926,540 registered Facebook users in Ontario are 55 and over

Sources:

<http://www.checkfacebook.com/>



May 13, 2010

Welcome to CLEONet

A web site for community workers and advocates.
Information to help you help your clients understand
and exercise their legal rights.

[More about CLEONet >>](#)VISIT
CLEONET
FOR

Resources

Legal information from
community organizations
across Ontario

News

Latest news about
legal issues and law
reform

Events

Upcoming events
and workshops on
legal topics

RESOURCES BY LEGAL TOPIC

Legal subtopics A-Z

- ✂ Aboriginal Law
- ✂ Abuse and Family Violence
- ✂ Consumer Law
- ✂ Criminal Law
- ✂ Education Law
- ✂ Employment and Work
- ✂ Health and Disability
- ✂ Housing Law
- ✂ Human Rights and the Charter
- ✂ Immigration and Refugee Law
- ✂ Legal System
- ✂ Social Assistance and Pensions

Stay connected and follow us:



Watch and listen...

CLEONet's Public
Legal Education
Webinars

Stay informed and up to date:

Sign up for our
Email Bulletin

- ✂ Suggest content for CLEONet
- ✂ Add CLEONet content to your site

Focus on

Read about our
CLEONet expansion
plans at consult.cleonet.ca.

FEATURED RESOURCE

**Bill 168: Ontario's New Legislation
on Harassment and Violence in the
Workplace**

facebook

Email Password

Keep me logged in [Forgot your password?](#)

CLEONet is on Facebook
 Sign up for Facebook to connect with CLEONet.



CLEONet

- Wall
- Info
- Photos
- Links
- RSS/Blog
- Events

CLEONet + Others

CLEONet <http://www.deonet.ca/> is a web site of legal information for low-income and disadvantaged communities in Ontario. CLEONet is a project of CLEO (Community Legal Education Ontario/Education). Follow us on Twitter at: <http://twitter.com/CLEONet>

Information

Founded: 2009

202 People Like This



Maria Esther Antelo



Sheila Block



Chantal Bombardier-Vieira



Paddy Clare



Waldheim M. Neri



Survivors Guide

Favorite Pages

6 of 40 Pages

[See All](#)



no to Bill C11 Refugee "Reform" Bill



Canadian Urban Institute



Brampton Neighbourhood Resource Centre (BNRC)



CLEONet CLEONet's latest webinar on Child Custody and Protection with METRAC's Zahra Dhanani, is available online at http://www.deonet.ca/training/Child_Custody_and_Protection about an hour ago · [Comment](#) · [Like](#)



CLEONet November 25: Ontario Disability Support Program and You
CLEONet - Events
 deonet.ca
 Part of HALCO's Public Legal Education Program Workshop series, this workshop is presented by Jill McNall, HALCO Community Legal Worker.

about an hour ago · [Comment](#) · [Like](#)

James Griffen likes this.



CLEONet November 10: Working with Muslim women & their families
CLEONet - November 10: Working with Muslim women & their families
 deonet.ca
 This is an interactive, comprehensive training workshop on cultural awareness presented by the Alternative for Her Community Centre.

2 hours ago · [Comment](#) · [Like](#)



CLEONet October 2010 Toronto Workers' Health & Safety Legal Clinic newsletter now available
CLEONet - October 2010 Toronto Workers' Health & Safety Legal Clinic newsletter now available
 deonet.ca

2 hours ago · [Comment](#) · [Like](#)



CLEONet New OW and ODSP rate information now available
CLEONet - New OW and ODSP rate information now available
 deonet.ca
 The Income Security Advocacy Centre has prepared fact sheets on the new Ontario Works and Ontario Disability Support Program rates, which take effect in November / December.

4 hours ago · [Comment](#) · [Like](#)



CLEONet November 9: Holding Power Accountable (and more)

CLEONet - Events



Have an account? [Sign in](#)

Get short, timely messages from CLEONet.ca.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and follow [@CLEONet](#).

[Sign Up](#)

Get updates via SMS by texting **follow CLEONet** to **21212** in Canada
[Codes for other countries](#)


is a website of legal information for people of Ontario.
A Project of 



CLEONet

CLEONet's latest webinar on Child Custody and Protection with METRAC's Zahra Dhanani, is available online at...
<http://fb.me/IKOuvtpS>

about 1 hour ago via Facebook

November 25: Ontario Disability Support Program and You
<http://fb.me/KHdSioK9>

about 2 hours ago via Facebook

November 10: Working with Muslim women & their families
<http://fb.me/uMxl2ci0>

about 2 hours ago via Facebook

October 2010 Toronto Workers' Health & Safety Legal Clinic newsletter now available <http://fb.me/l1ctQizO>

about 3 hours ago via Facebook

New OW and ODSP rate information now available
<http://fb.me/L7hNHICB>

about 4 hours ago via Facebook

November 9: Holding Power Accountable (and more)
<http://fb.me/xQEFV2qj>

about 4 hours ago via Facebook

Name CLEONet.ca
Location Toronto, Ontario, Canada
Web <http://www.cleone...>
Bio CLEONet.ca is a web site of legal information for community workers and advocates who work with low-income and disadvantaged communities in Ontario.

337 following 428 followers 41 listed

Tweets 1,168

Favorites

Lists

- [@CLEONet/law-lists](#)
- [@CLEONet/legalclinicsontario](#)
- [View all](#)

Following



[View all...](#)

 [RSS feed of CLEONet's tweets](#)



Best Practices and Tips

- **Listen before you broadcast** - Join and participate in existing social networks as part of your work (Twitter, Facebook, LinkedIn) –Are there “sources” for information you trust or rely on already? Look for their “social media” presence and follow it. You could always start with CLEONet!
- **Create a content stream** - As an organization, figure out what content you have to regularly contribute and find a way to get it online easily (Start a blog, set up your web site so you can publish more easily, or just use Twitter/Facebook)



Best Practices and Tips (cont'd)

- **Cross-promote and collaborate** - Promote your message/information on social networking sites so that users can pass it on to their networks. If possible, allow users to share their content through your network(s).
- **Integrate the channels** - Create campaigns and integrate your messages across traditional outreach and social media. Your web site should mention these tools/sites and so should your print materials.



CLEONet's Approach: Integrating the Content

- We integrate an “AddThis” toolbar to make it easy for CLEONet visitors to add our content to their pages. Within our email bulletins we make it easy for people to “Like” our content by including buttons that integrate with Facebook, Twitter and Google Buzz.
- By setting up our site to produce RSS feeds, we allow people to add our new content to their Google Home page, their web site, or get an e-mail of the latest CLEONet postings [http://www.cleonet.ca/RSS feeds](http://www.cleonet.ca/RSS_feeds)
- When we have a new piece of content (news or resource) – we add it to CLEONet and then post it to Facebook. We have set it up so that the Facebook CLEONet Page automatically updates the CLEONet Twitter Feed and our page on LinkedIn – 3 Networks from 1 posting - Less work for us!



RSS to Email bulletins with Social Media Integration

Fiona MacCool, CLEONet Project Manager [cleonet@cleonet.ca@mcsv151.net] on behalf of Fiona MacCool, CLEONet Project Manager [cleonet@cleonet.ca] cleonet@cleonet.ca

Sent: Wed 9/29/2010 4:03 PM

ct: Latest from CLEONet for 09/29/2010

Email not displaying correctly? View it in your browser.



Latest from CLEONet

Federal government rejects Senate plan to fight poverty

Sep 29, 2010 04:00 am

The Federal government has refused to adopt any of the 74 poverty-fighting recommendations that were part of a sweeping Senate report on homelessness and poverty.

[read more](#)

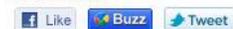


Seasonal workers worry as EI "best weeks" program ends

Sep 29, 2010 04:00 am

Seasonal workers say their employment insurance cheques will shrink if the federal government cancels an EI program that has helped them pay their bills in the winter.

[read more](#)



Also

- [Visit CLEONet](#)
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- [Visit our Facebook page](#)
- [RSS feed](#)



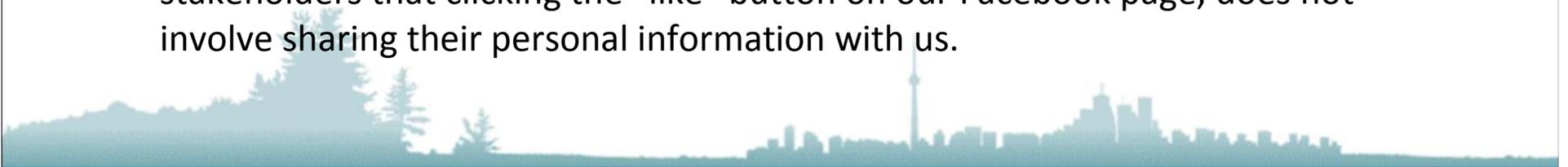
CLEONet's Approach: Integrating the “fans”

- Each new “Fan” of CLEONet on Facebook will now be on our radar as they post information, news and opinions we were otherwise unaware of. Some of it will be personal or irrelevant – but lots of it will be right on target – **especially when more of YOU start doing it.**
- By following our “followers” on Twitter, we are aware of new articles, organizations and networks. If we click through to see who they are following, the network starts to expand even faster and with a click of a button (often on a phone), the information is spread very quickly.
- All of this can mean new content but more importantly new audiences, opening up new networks of people who can help us deliver legal information. Social networks also provide us with new stakeholders to involve in future events, campaigns, surveys, new projects, volunteer opportunities, job postings etc.



Handling Volume and Information Overload!

- Look for trusted “content aggregators” who do the sorting, sifting and perusing for you ...we try to play this role at CLEONet
- Try using Social Media tools as a way to reduce your e-mail volume by unsubscribing to lists that inefficiently fill up your inbox with old messages and irrelevant replies. Add RSS “headlines” to your [Google home page](#) and only click on the ones that interest **you**.
- If you use Twitter, install a desktop client like **Tweetdeck** that helps you organize your incoming Twitter information, save searches by key topics and simplify your posting process. Tools like this make it easy to do quick searches and follow trending topics.
- You don’t have to be “friends” with everyone on Facebook, nor do you have to follow everyone on Twitter – You can use these tools professionally and keep your personal “identity” separate. We also need to remind our clients or stakeholders that clicking the “like” button on our Facebook page, does not involve sharing their personal information with us.



Measuring and Evaluating

- If you have a web site, use **Google Analytics** to handle site stats – It is free and can give you remarkable detail on who your users are, where they come from and what they are interested in on your site. They can tell you if using FB or Twitter increased your site traffic over time.
- If you have a Facebook page, you can track how many “likes” you have as well as take a look at the “insights” reports, to see who is accessing the page, what they are clicking on and how many of your postings are commented on, shared, or “liked”.
- If you use Twitter, you can measure how many times your postings are “re-tweeted”, track your increases or decreases in “followers”, or see how many Twitter lists you can be part of. For example see:
<http://tweetreach.com/reach?q=cleonet>
- Web 2.0 Email List Management tools like Mail Chimp provide detailed reports on the click rates compared to industry averages.
- For advanced users, monitor your impact using social media monitoring tools like **Socialmention, Addictomatic** or **Trackur**.



cleonet

Go »

Use something distinctive like a phrase, url, screen name or hashtag. [Help...](#)

Showing data for all available tweets

Full report purchase is unnecessary until there are more than 50 tweets. Check back later for more.

Share these results:



[How to read this report](#)

TweetReach for *cleonet*

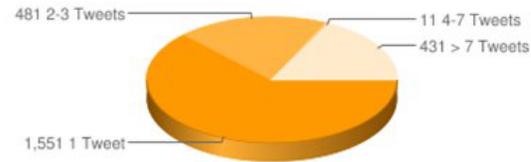
Reached **2,474 people** via **30 tweets**

Searching a maximum of 50 tweets

Tweet Types



Exposure: 11,655 Impressions



Each pie slice shows how many people saw how many tweets



CLEONet: Latest from CLEONet for 10/27/2010 - <http://eepurl.com/bq2Jr>
about 19 hours ago



CLEONet: CLEONet's latest webinar on Child Custody and Protection with METRAC's Zahra Dhanani, is available online at... <http://fb.me/lKOUvtpS>
about 21 hours ago



CLEONet: November 25: Ontario Disability Support Program and You
<http://fb.me/KHdSloK9>
about 22 hours ago

Impressions Contributed by 8 Twitterers

CLEONet	8,600
cherylbenison	855
marcopolis	797
evo4gforum	506
j4mw	412
community_trust	333
Settlement_Org	119
chicklets2040	33

What are community legal clinics doing?

Keewaytinok Native Legal Services (Facebook Page)

<http://www.facebook.com/pages/Keewaytinok-Native-Legal-Services/193595124668>

Community Advocacy & Legal Centre in Belleville (Employment blog, Twitter feed, Webinars) www.communitylegalcentre.ca/

Mississauga Community Legal Services (Facebook Page)

<http://www.facebook.com/pages/Mississauga-Community-Legal-Services/108363122515953>

ISAC Social Assistance Review (Blog, Rss-to-email alerts)

<http://sareview.ca>



What are other orgs doing? (access to justice)

Alzheimer Knowledge Exchange (Interactive web site, webinars, blog, RSS)

<http://akeontario.editme.com>

Alzheimer Society of Canada (Twitter feed, Facebook groups)

<http://www.facebook.com/AlzheimerSociety?ref=ts&v=wall>

<http://twitter.com/alzsociety>

Canadian Centre for Policy Alternatives (Blog, RSS, Facebook, Twitter)

<http://www.policyalternatives.ca>

Social Planning Network of Ontario (Twitter, Facebook, RSS, E-mail alerts)

<http://www.spno.ca/>

25in5 Network for Poverty Reduction (Blog, Facebook group)

<http://25in5.ca>



What are other orgs doing? (PLEI)

Éducaloi (Facebook, Twitter, YouTube)

<http://www.facebook.com/educaloi>

<http://twitter.com/educaloi>

<http://www.youtube.com/user/educaloi>

Justice Education Society of BC (YouTube, Facebook, Twitter)

<http://www.youtube.com/JusticeEducationBC>

<http://www.facebook.com/JusticeEducation>

<http://twitter.com/JusticeEd>

ClickLaw (BC) (Facebook, Twitter, Blog)

<http://www.facebook.com/clicklaw>

<http://twitter.com/clicklaw>

<http://blog.clicklaw.bc.ca/>



Discussion questions?

- What is our objective in using technology like webinars or social media? (sharing information, getting information, working together)
- How can we best reach our various audiences?
- How can we use these tools to do more than just “broadcast” – How can we engage?
- What are the risks? (for you, for your organization, for your clients?)
- What supports do we need to do this well?



For more information

Social Networking in Plain English

http://www.youtube.com/watch?v=6a_KF7TYKVc&feature=channel
!

Social Media Revolution

<http://www.youtube.com/watch?v=sIFYPQjYhv8>

Social Media for Non Profits

<http://www.slideshare.net/PrimalMedia/social-media-non-profits>

To blog or not to blog? Tips for non-profits

<http://commonknow.typepad.com/blog/bloggging/>



Software and CMS Tools CLEONet uses

CMS

- Custom PHP Application (CLEONet Main Site)
- Drupal (Webinars sub-site)

Web Conferencing

- ReadyTalk (webinars)
- DimDim (web conferencing internal)
- Skype (project management)

Social Media

- Twitter
- Facebook
- LinkedIn

Email bulletin

- MailChimp (RSS to email)
- Listserves

Surveys

- Survey Monkey
- Poll Daddy



Other Tools/Sites Mentioned

- Addthis <http://www.addthis.com/>
- Feedburner <http://feedburner.google.com>
- SlideShare <http://www.slideshare.net>
- Tweetdeck <http://www.tweetdeck.com>
- Socialmention <http://www.socialmention.com/>
- Addictomatic <http://addictomatic.com/>
- Trackur <http://www.trackur.com/>
- Wordpress <http://wordpress.org/>
- Blogger <http://blogger.com>
- Drupal <http://drupal.org/>



Keep in touch!

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