

A strength-guided, goal-oriented approach to the positive growth and development of people and services.

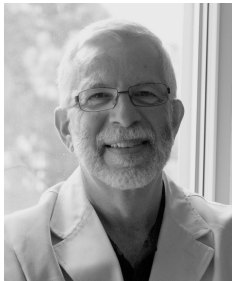
Marketing Your Practice Through Social Media

Gary Direnfeld, MSW, RSW

Marketing is about making influential relationships. Social media is a great tool to facilitate this. However, many people mistakenly use their social media to simply sell themselves. This backfire as it appears only self-serving. To really make use of social media, users must learn how to connect and engage in the service of their prospective clients. This active workshop is about attendees learning the strategies to develop and engage their followers to turn followers into educated influencers.

Timed Agenda/Outline for IACP Forum Workshop Proposal – 2019:

Minutes	Agenda/Outline
10	Introduction of self and attendees
10	Understanding Old Versus New Media
10	Differentiating between social media and social networks
10	Differentiating between types of social media/network platforms
10	Determining what is right for you – group discussion
20	Learning engagement strategies to put the social into social media
15	Practicing with one's own social media and seeing who gets the fastest response!
5	Wrap up



Gary Direnfeld, MSW, RSW is a social worker with more than 35 years of experience working with children and families. In addition to his private practice in Georgina Ontario, his work has included consultation and workshops to parent groups, educators, legal professionals and other social service workers. Gary is also a media personality. His show, "Newlywed/Nearly Dead" ran 5 years and 65 episodes on the Slice channel. Gary was the parenting/family life columnist for more than 13 years with the Hamilton Spectator newspaper with more than 650 columns to his credit. Gary is also a sought-after guest expert with more than 600 radio and television interviews. From his website (yoursocialworker.com) you can view or listen to more than 300 of those interviews regarding parenting, family life, relationships and social policy. Courts in Ontario have long since determined Gary to be an expert in social work, marital and family therapy, child development, parent-child relationships as well as child custody and access recommendations between separated parents. Gary was the first mental health professional to sit on the provincial board for Collaborative Family Law (OCLF) and he continues to provide consultation and training to lawyers and other mental health professionals who work with parents involved in the family law system. He provides workshops throughout Canada and the US on most matters of family life and more recently peacemaking and developing a successful peacemaking practice.