

## Writing for the Wired World

A Five-Week Online Workshop  
Begins Monday, February 7, 2011

### Session Description

More than 1,000 hospitals have embraced social media. Has yours? Blogs, Facebook, Twitter, and YouTube are additional avenues to help you achieve your communication goals. But while most of the web requires a writing style that accommodates scanning instead of reading, social media is different. This online workshop can show you and your staff how to optimize new media channels with effective writing.

### Who Should Attend?

Writing for the Wired World is ideal for:

- Marketing and public relations staff
- IT personnel
- Senior management
- Line staff members

Please forward to other colleagues who may also be interested in leveraging social networks to advance their hospital and community work.

### What You'll Learn

In this five-week online workshop, you'll learn:

- How to write content for readers scanning for information
- Approaches to writing non-linear content
- Writing for social media and social networks
- How to write an email newsletter people will want to read
- The role of multimedia in text-heavy content

As with all HASC Distance Learning Workshops, you'll have access to a wealth of online resources and downloadable handouts. The new interface makes participating in the conversation simpler than ever, and voting in each lecture's poll has become a lot easier, too.

### About the Format

Webinars consist of five lectures, with a new lecture posted each Monday for five weeks. Lectures consist of a mix of text, audio, and sometimes video...but you don't need anything more than your web browser. And because our webinars don't take place in real time, you can drop in whenever it's convenient for you.

## Agenda

**Lecture 1** – *Posted February 7*—Underpinnings—a review of why writing for the web is different.

**Lecture 2** – *Posted February 14*—Context-independence—learning to write in chunks.

**Lecture 3** – *Posted February 21*—Writing for scanners—getting your point across when people scan instead of reading left-to-right, word-by-word.

**Lecture 4** – *Posted February 28*—Writing for social media—how social media is different than archived web content.

**Lecture 5** – *Posted March 7*—Email newsletters, tweets and RSS feeds—the nuances of writing for channels where speed is of the essence.

## Faculty

**Shel Holtz**, Accredited Business Communicator (ABC), is principal of Holtz Communication + Technology. His clients have included Intel, Sears, PepsiCo, Petrobras, Aetna, John Deere, Manulife Financial, Hewitt Associates, General Mills, USAA, Applied Materials, Symantec, Raytheon, The World Bank, Petrobras, Amdocs, Disney, FedEx, Freescale Semiconductor, The International Monetary Fund, National Geographic, The American Red Cross and Monsanto.

Holtz has more than 30 years of organizational communications experience in both corporate and consulting environments, and hospital communication is among his areas of expertise. He helped launch the Mayo Clinic's social media efforts. Since then, he has worked with Johns Hopkins Hospital, Northwestern Memorial Hospital, Sutter Delta, Brookwood Hospital (a Tenet hospital), Thomas Jefferson University

Hospital, Greenwich Hospital, Texas Health Resources, Scott & White, and a variety of others.

Before striking out on his own, Holtz worked with the Alexander & Alexander Consulting Group. He was also director of corporate communications for Allergan, Inc., a Fortune 400 pharmaceutical company, where he directed a staff of six, had a budget of \$2.5 million, and was responsible for global media relations, corporate public relations, employee communications, and financial communications. Holtz held the same title at Mattel, Inc., where he was responsible for employee communications, the organization's annual report, and regional media relations. He has also worked for William M. Mercer, Inc., ARCO, and Transamerica Financial Corporation.

Holtz has applied online technology to his communication efforts on behalf of companies and clients since the mid-1980s. His most recent book – titled "Tactical Transparency" – was co-written with John C. Havens and published by Jossey-Bass. He is also the co-author of "How to Do Everything with Podcasting," co-written with Neville Hobson and published by Osborne/McGraw-Hill; and "Blogging for Business," co-written with Ted Demopoulos and published by Kaplan. Earlier books include "Corporate Conversations," a guide to employee communications published by AMACOM; and "Public Relations on the Net," also published by AMACOM; and "The Intranet Advantage," published by Ziff-Davis Press. He also wrote the manuals "Communication and Technology" and "Communicator's Guide to Intranets," both published by Ragan Communications, and "Writing for the Wired World," published by IABC.

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**How Online Workshops Work**

This is the fourth workshop we're offering using the exciting new distance learning platform. Participants will have access to a collection of online resources and downloadable handouts. Workshops consist of five lectures, with a new lecture posted each Monday for five consecutive weeks. There's a mix of text, audio, and video—all accessible via your web browser. Webinars are entirely asynchronous, that is, they do not take place in real time. You can drop in whenever it's convenient for you.

**Registration Fee**

**HASC Members: \$195 Non-Members: \$250**

Payment must be received at least two days prior to the program. **Information on how to access the session will be sent out a few days prior to the program and upon receipt of payment.**

**Confirmation and Instructions**

A few days prior to the program, you'll receive a confirmation e-mail and complete instructions on how

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to access the program, along with a copy of the presentation. If you don't receive a confirmation, contact Leticia Salcido at [lsalcido@hasc.org](mailto:lsalcido@hasc.org).

**Register online at [www.hasc.org](http://www.hasc.org)**

Or mail your registration to:

Hospital Association of Southern California  
Attn: Leticia Salcido  
515 South Figueroa Street, Suite 1300  
Los Angeles, CA 90071-3300

**Cancellation Policy**

A \$25 non-refundable processing fee will be retained or invoiced for each cancellation. Cancellations must be made in writing by January 17 to [lsalcido@hasc.org](mailto:lsalcido@hasc.org). Later cancellations and non-attending registrants are responsible for the entire registration fee and will be invoiced if payment is not received. Fees are non-transferrable for other seminars. Substitutions are accepted. Questions? Contact Leticia Salcido at (213) 538-0737.

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**Registration Form**

Please register online at [www.hasc.org](http://www.hasc.org)

**Introduction to Social Media for Hospitals**

**Online Workshop: Monday, February 7 – March 7, 2011**

\$195 Member

\$250 Non-member

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