



PLEASE POST

Professional Communication & Social Media: The Positives and the Pitfalls

ONA Provincial Professional Practice Teleconnect

Date: Monday December 5, 2011

Time: 7:30 p.m. to 8:30 p.m.

Topic: **Professional Communication – Electronic and Social Media**
During this one-hour session, ONA's Professional Practice Specialists will provide practical information to assist ONA leaders and membership in helping to communicate effectively in order to support professional relationships with their colleagues, employers and the College of Nurses.

Audience: This teleconnect will be of particular interest to ONA's Bargaining Unit Workload and Professional Responsibility Representatives, Bargaining Unit Presidents and Local Coordinators.

Format: ONA First Vice-President Vicki McKenna will be the moderator for this one-hour teleconference. It will begin with a short presentation by the Professional Practice Specialists on professional communication, focusing on electronic communication (e.g. email, voice mail) and use of social media (e.g. Facebook, Twitter, Blogs). The presentation will also address any pre-submitted questions from ONA members. The last portion of the teleconference will consist of questions and answers from participants.

Registration: ONA members will be able to register for the teleconnect by sending an e-mail to RegisterProfPractice@ona.org. Members will be required to provide their name and ONA ID number. Once registered, the member will receive a response that will include the telephone number to call in, as well as the conference number to enter.

Registration will be on a first-come, first-serve basis. ONA reserves the right to limit the number of registrations.

Materials: PowerPoint slides of the presentation will be e-mailed to registrants prior to the teleconnect. The presentation and related materials will be posted on the ONA website following the teleconnect.

Questions: When registering for the teleconnect, members will also be able to pre-submit any questions they would like to have addressed during the presentation.