

## **Pre-Conference Course: Developing a Social Media Presence and Communications Plan For Your Biosafety Program**

This interactive workshop will go through how to create a communications portfolio for your biosafety program. Topics covered will include, how to maximize your online presence with minimal effort, promote your services/programs and the do's and don'ts of social media communication.

By the end of this workshop participants will be able to:

- Draft a basic communications plan
- Understand how to use different social media platforms and other methods of communications
- Utilize trending topics, hashtags and memes for brand promotion
- Identify examples of good and bad social media postings.

This workshop is intended for biosafety professionals who seek to develop a communications strategy to promote their programs and services. A basic to intermediate understanding of using technology, relevant terms and using device applications is required.

### **Instructor:**

Vanessa I. Pinto Biosafety Specialist - University of Manitoba

Social Media Officer – Canadian Association for Biological Safety

Vanessa completed her Bachelor of Science in Genetics and Masters of Science in Biochemistry and Medical Genetics both at the University of Manitoba. She has worked as a research associate and lab manager in molecular biology labs at the University of Toronto before starting her current role as a Biological Safety Specialist at her alma mater in 2016. Vanessa has also completed certificates in project management and social media communications through the UofT and has developed the University of Manitoba's Environmental Health and Safety social media and communications portfolio which has been used as a template for other institutions.