



Australian
Library and
Information
Association

Community Information Australia Networkers

Selling social media to management and IT

Wednesday June 22 10 – 11:30 am

Connecting Up Australia, Level 8, 108 King William Street, Adelaide

Mal Chia - Digital Media Strategist, University of Adelaide

Michelle Prak – Public Relations Consultant, Hughes Public Relations and Communication Counsel

Katie Hannan – Project Officer, Information Management, Connecting Up Australia

Why it is important to gain buy-in from management?

Successful strategies to engage management and IT

Develop ideas on how to achieve social media buy in at your workplace

[ALIA Community Information Australia Networkers \(CIAN\)](#) is a professional development group for community information workers. ALIA CIAN aims to inform and educate members and other interested people by promoting best practice in community information, provide a forum for discussion relating to the skills and functions of community information provision, and to support standards of operations which will ensure a high quality service to the community.

