



DEVELOPMENT DAY CHICAGO

Friday, September 14, 2018
Renaissance Chicago Downtown



SOCIAL MEDIA AND FUNDRAISING

Tempted by the bounty of information available on social media but worried about the propriety of doing so? APRA (the Association of Professional Researchers for Advancement), the professional organization for prospect researchers, has developed a social media ethics policy, which helps guide the work of prospect researchers around the globe. We think that these guidelines will be a useful framework for gift officers as well! Come learn about APRA's recommendations regarding social media use, learn some practical tips, and come away better equipped to use social media ethically, transparently, and successfully!

By the end of this session, participants will:

- Understand the basics of Apra's social media ethics statement.
- *Learn examples from a frontline fundraiser.*
- Be familiar with common use cases and best practices.
- Have an opportunity to share social media quandaries and get input from presenters and attendee.

PRESENTER:

Elizabeth Goodman, Director of Prospect Research, University of Chicago



Elizabeth Goodman is the director of Prospect Research at the University of Chicago. She previously worked as a frontline fundraiser and in donor recognition at the University of Chicago. Elizabeth also worked in Institutional Research and as the research coordinator for the Vice President of Research at the University of Alaska, and as a forensic anthropologist for the U.S. Navy. She sits on the Apra Ethics and Compliance Committee, the Apra Awards Committee, the Great Lakes Prospect Development Forum Planning Committee, and is Chair of the Great Lakes Forum Prospect Research Preforum. She has presented or moderated sessions at the Apra International conference, the CASE District V conference, and the Great Lakes Prospect Development Forum. She holds a doctorate in anthropology from the University of New Mexico and received her BA from the University of Washington.