

## Technology for Leadership

Technology leadership goes beyond managing the day-to-day logistics of a strategic tech planning process. It is about a social-change process. An effective technology leader should be a public advocate of the mission-driven use of technology, maximizing relationships with various groups, both within and outside of the organization, and empowering others to get invested and involved in planning for and deploying technology.

### Why is this important?

Technology is always changing around us, making the best use of today and tomorrow's advancements in technology requires leaders who are knowledgeable of both the upsides and downsides of technology. For example, the ability to set up a chat room or webinar is an excellent means for communicating with others who may be a great deal of distance away, however if all members participating are able to meet in one central location a more personal manner might be a better option.

What is available to me?

**Reserving Rooms** Room reservation requests can be made online at [scheduler.gac.edu](http://scheduler.gac.edu).

**Dining Services** Dining Services has an online catering form to request catering to gatherings as small as 5 people.

### Social Media

Social media has forever changed the way that leaders manage and reach their target audience. Here is a brief overview of just a few popular social media outlets:

**Facebook** Facebook is the tried and true method of reaching a target audience and keeping them involved. Interested parties can "Like" your Facebook group and keep tabs on what you are up to.

**Twitter** Since its creation, Twitter has emerged on the social media scene however has quickly become a true powerhouse. Twitter provides instant updates that are instantly received by those that are "following" you or your group.

**LinkedIn** LinkedIn can very easily be compared to Facebook as its "professional older brother" and as such is as the name implies focused on "links" between professionals. LinkedIn is an excellent networking tool between professional staff members but also between leaders and students.