

SERVICES

TECHNICAL ASSISTANCE

- Health Awareness Campaigns
- Wellness Promotion Programs



SOCIAL MEDIA MARKETING

- Social Media Marketing Assessment
- Facebook Business Page Setup
- Twitter Page Set-Up/Posting
- Event & Conference Twitter Chats

SKILL BUILDING TRAINING

- Social Media Training/Coaching
- Virtual Worlds Usability Training



NETWORKING

- Networking Meetups and Mixers
- Business to Business Linkage



SPEAKERSNET

- Social Media and HIV/AIDS
- Social Media and NonProfits
- HIV/AIDS Awareness in Virtual Worlds

CHARE Project

Website

CHAREproject.com

Follow on Twitter

Twitter.com/CHAREproject

Like on Facebook

Facebook.com/CHAREproject

CHARE Project Daily

paper.li/CHAREproject



CHARE Village @ Kitley

Primary Consultant/Instructor

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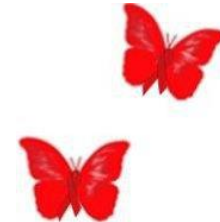
BUSINESS AFFILIATION

Community HIV/AIDS Resource Exchange Project (CHARE Project) is a program of Cherry Consulting Network
cherryconsultingnetwork.net

Active Registrant

System for Award Management (SAM)
Dun & Bradstreet

CHARE Project



COMMUNITY HIV AIDS RESOURCE EXCHANGE

Capacity Building Services
Social Media Marketing
Training & Workshops
Technical Assistance

Provided by Cherry Consulting Network

MISSION STATEMENT

The mission of **Community HIV/AIDS Resource Exchange (CHARE) Project** is to provide capacity building through social media and 3D virtual worlds to enhance access and delivery of HIV prevention, AIDS awareness, HIV testing and related services.



CHARE VENUE © 2012 SALLY S. CHERRY

TARGET MARKET

The services provided through **CHARE Project** are available to service providers, organizations, agencies, and public health advocates serving at risk and underserved populations. All services are tailored to fit the mission or needs of:

- Community-based organizations
- Community health advocates
- Faith-based organizations
- Community associations
- Government agencies
- Healthcare agencies
- Health campaigns

Contact us today and learn how **CHARE Project** can assist your organization.

CONSULTANT & INSTRUCTOR

CHARE Project serves as a venue to channel the acquired experience, skills, and knowledge of the primary consultant and instructor...

Sally S. Cherry, BS, MT(ASCP)



Experience and Skills

40 years in Laboratory Science
Research, Hospital, Clinical, Training,
Administration, Project Management

35 years as Community Volunteer
Team Leader, Organizer, Board Member

32 years as Professional Public Speaker
Laboratory Methods in Dx of STD/STI

16 years in Internet and Social Media
Webmaster, Education Specialist, Blogger
Internet Marketer, Instructor, Writer

12 years in Public Health Administration
Lab Coordinator (City Health Department)

6 years in 2D and 3D Virtual Technology
Virtual Worlds: Second Life & OpenSim
Content Creator, Community Manager

5 years as International Lab Consultant
USA, Turkey, Kenya, Uganda, Egypt

3 years in HIV/AIDS Risk Reduction
Project Manager and Outreach

Certification

American Society for Clinical Pathology (ASCP)
Board of Certification (BOC)
Medical Technologist

OBJECTIVES

Prevention



- To assist with the planning and coordination of HIV/AIDS/STI awareness campaigns and events
- To foster collaborative partnerships.

Clinical Laboratory



- To provide STD/STI laboratory consultations and training
- To provide linkage to laboratory-related information and resources

Social Media



- To provide training and technical assistance for basic application of social media tools in HIV/AIDS, STD/STI, Viral Hepatitis, and TB awareness and training programs
- To assist with strategic planning for social media marketing
- To foster professional networks.

"Much work still to be done in our cities."