



LinkedIn® Hands-on Boot Camp

This unique Social Media Boot Camp with Doreen Nicaastro, Social Media Strategist, and Networlding Facilitator will boost your knowledge of social networking, expand your understanding of social media and expand your interest in creating a social networking presence! The goal of the ninety-minute boot camp is for participants to understand key elements of LinkedIn. Learn to build an authentic professional profile, make strategic connections and nurture professional relationships using LinkedIn.

Networlding <http://networlding.proxurve.com/> is a social media consulting, coaching, implementation and integration firm. Based on our best-selling book, Networlding, by Melissa Giovagnoli, on the science of networks, Networlding has grown over the last eight years into a thought leader in the social media space. Networlding teaches the science of social networking. In 2005, Networlding was licensed as one of five business-leadership programs by Yale University's Graduate School of Business.

Doreen recently completed a certification at <http://www.socialmediamagicuniversity.com/> in social media strategy. She will share current social networking and media trends and discuss the importance of leveraging LinkedIn to increase your visibility and brand. In this interactive session, she will share social media strategies and LinkedIn core strengths to:

- ✓ Create a professional profile that demonstrates your core strength
- ✓ Identify key words that describe your value proposition
- ✓ Write a powerful summary that explains who you are, what you do, what you have to offer, and prove it with references and recommendations
- ✓ Learn how to connect with like-minded professionals
- ✓ Link to social media web sites
- ✓ Define your own unique LinkedIn URL

Contact doreen@nicastroconsultants.com for social networking training programs
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