

Workshops

Social Media and Reputation Management (2 hours)



Over 75% of hiring professionals admit they search Google to learn more about a candidate. Do you know what they'll find? If you can't be found, do you exist? Learn about tools available to research yourself online and what you can do to control what potential employers see when they search for you.

This session will use real-time searches of class participants to reveal what the public sees. Tips and advice on how to clean up or focus your personal online reputation will also be discussed.

Twitter for the Job Seeker (2 hours)



People using Twitter are sharing more than just what they ate for breakfast. It is being used to share information, market, educate and network. If you are puzzled by how to get started with Twitter, we'll explore some of the basics and tricks to get the most from this tool.

- What's do these mean: RT, D, @ and #?
- Your bio in 140 characters
- How to find smart people to follow
- Find your targets and jobs on Twitter
- Communication Tw-Etiquette

Building Relationships Purposefully (2 hours)



Networking is a life skill. In order to develop and maintain a network, it should be viewed it as reciprocal, other-focused and on-going. This two-hour session will focus on:

- How to identify people you should be meeting
- Strategies for meeting new people
- How to build reciprocity into every encounter
- Conversation starters
- How to maintain and nurture an established network