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LinkedIn, Facebook and Twitter Topics of Sinclair Workforce Development Workshops

Dayton, Ohio -- The **Workforce Development & Corporate Services** group at Sinclair Community College is offering seven non-credit professional development workshops in April and May. Social networking strategies are the topics for basic and advanced sessions on LinkedIn, Twitter and Facebook.

All sessions will be held in the David H. Ponitz Sinclair Center, Building 12, on Sinclair's downtown Dayton campus. Kendra Ramirez, CEO and founder of Sales Konnect, is the instructor for all six workshops. Fees are \$99 per person per workshop.

Developing a Social Media Strategy will be held on April 13 from 8:30-10:30 a.m. In this class, participants learn how to develop a social media strategy by looking at which tools to use and what daily, weekly, and monthly activities should be done. This workshop will cover Social Media Policy, what internal and external social media communications should look like, and help define goals and best practices for social media strategy.

LinkedIn Basics will be held on April 22 from 9-11 a.m. This workshop is designed for those new to LinkedIn and will give participants an in-depth introduction to the value and benefits of online business networking and how it works with LinkedIn.

LinkedIn Advanced will be held on April 27 from 9:30-11:30 a.m. In this workshop participants will experience the full power of LinkedIn so they can become an effective and efficient user. Participants must have a LinkedIn Profile prior to the workshop.

Facebook Basics will be held on May 4 from 8:30-10:30 a.m. In this introductory workshop participants will build their personal profile, learn how to add friends, change privacy settings, and take a look at groups and fan pages.

Facebook Advanced will be held on May 11 from 8:30-10:30 a.m. In this workshop, participants will compare fan pages versus groups, learn to build a fan page for their company or organization, learn how to market their fan page, and advertise on Facebook. Participants must have a personal Facebook profile prior to the workshop.

Twitter Basics will be held on May 18 from 9-10:30 a.m. This workshop is designed for those new to Twitter. Participants will learn how to use Twitter to grow their online business presence.

Twitter Advanced will be held on May 25 from 9-10:30 a.m. This workshop will show participants how to put this powerful and effective communications tool to work for their business or organization. Participants must have a Twitter profile prior to the workshop.

To learn more or to register, go online at <http://workforce.sinclair.edu> or call (937) 512-5741.

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