

# Social Media Classes by Dr. Nannette “Net” Stangle-Castor, President & Founder of InnoVector Tech



## Using Social Media for Your Personal Brand: Leveraging LinkedIn®

*Get started quickly and effectively on social media  
A “must have” for business professionals*

This 1.5-hour class will:

- Further your understanding of social media and introduce you to the concept of engagement on social media with LinkedIn®
- Teach you how to use social media to strengthen and enhance your professional relationships - practical applications, not just theory
- Equip you with a go-forward plan for establishing your presence online and having maximal impact without being overwhelmed
- Provide you with tools to engage on social media, build your online presence, and develop a personal brand as a professional
- Coach you on how to have an authentic voice on social media
- Teach fundamental etiquette so you can move from being intimidated by to embracing social media
- Share the essentials of a great LinkedIn® profile and experience: connecting, using groups, and following entities

No pre-requisites. Target audience is novice-level social media users who have little or no presence or engagement on LinkedIn.

## Twitter Basics and Social Media Management with HootSuite

*What's a tweet? Why would I send one? What's Twitter for?  
Can I use it for research? What's in it for me?  
Twitter is a key tool for your personal branding and positioning!*

This 1.5-hour class will:

- Introduce you to the lingo of Twitter (e.g., tweet, stream, RT, hashtag, posts, etc.)
- Share the fundamentals of Twitter etiquette
- Unleash the value of Twitter for connecting, capturing research, and gathering intelligence in your business area
- Show you how to leverage hashtags and lists for staying current in your field
- Teach you how to set up your HootSuite account as your social media management tool to integrate other social media channels, such as LinkedIn, Facebook, etc., and to schedule tweets
- Demonstrate how to use lists, streams, and tabs for tracking and managing your information flow

Target audience is novice or early-stage social media users who may be inactive or have limited activity on Twitter.

***With each class, special add-on offer for attendees: 1-hour individual consulting session with Net. Consulting session must be scheduled within 4 weeks of the training.***

*For more information & to register: <http://stanglecastor.eventbrite.com>  
Contact Net for customized training sessions for you and your organization  
[nsc@innovectortech.com](mailto:nsc@innovectortech.com) or 919-562-8034*