



Unleashing the Power of LinkedIn for Your Career!

Insights on Building your Personal Brand

A VIRTUAL MEETING

Date: Thursday, February 23, 2023

Networking: 5:30 PM to 6:15 PM

Presentation and Q&A 6:15 PM to 7:30 PM

SPEAKER

Sandra Clark - Founder, LinkedIn Mentoring

Place: Virtual meeting via ZOOM

Cost: FREE for all with Advance Registration

Registration in advance on Zoom IS REQUIRED. Here is a link:

<https://us02web.zoom.us/meeting/register/tZYrdeCgqTMrE9aUPV9zVs4He3Aa6V0A3oT>

Unleashing The Power of LinkedIn

Join Sandra for a dynamic presentation as she explores how to create a powerful and optimized LinkedIn profile that will draw the attention of potential employers, clients, prospects, and business associates. With Sandra's practical tips and expert guidance, learn how to take your career to the next level.

Sandra will provide insights on building your Personal Brand as well as strengthening your LinkedIn Profile, including:

- How to show up prominently in searches

- How to wow people who look at your profile
- What to include/what not to include on your profile
- What keywords matter and where to put them
- How your LinkedIn profile differs from your resume
- Benefits of posting content on LinkedIn
- Joining LinkedIn Groups
- New features available for job seekers
- Connections, followers, and relationships on LinkedIn
- And much more....

Hear insights on leveraging LinkedIn for Powerful Networking

Don't miss this opportunity to enhance your professional presence and build meaningful connections.

ZOOM REGISTRATION IS REQUIRED. Register in advance below.

After registering, you will receive a confirmation email from ZOOM with an actual link for joining the meeting.

Event Registration

ABOUT OUR SPEAKER

Sandra Clark-5

Sandra Clark, Founder, LinkedIn Mentoring

Sandra is a trainer and coach specializing in providing LinkedIn consulting and training. Through her company, LinkedIn Mentoring, a Silicon Valley-based business, Sandra offers coaching services for individuals, teams, and companies to help busy professionals build their online brand and showcase their expertise by creating great profiles on LinkedIn®. She understands the finer points of LinkedIn technology, is able to demystify and break down its concepts into consumable pieces and teaches steps that can be implemented immediately so her clients get noticed and get results.

Trained in communications, social media, and with an educational background, Sandra was Director of Communications for UCSC Extension in Silicon Valley. Sandra is also a frequent presenter about LinkedIn at professional organizations and companies internationally. She has been recognized on a number of international lists of Top LinkedIn Trainers. She specializes in what she calls “Social Media for the Socially Reluctant” with a focus on supporting people to feel more comfortable putting themselves online. Her website: [www.linkedinmentoring.com](http://www.linkedinmentoring.com) and YouTube channel <https://www.youtube.com/@LinkedInmentoring> are full of tips for improving your LinkedIn presence.

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