

Press Release

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Business Seminar to Focus on Marketing Your Business with LinkedIn®

CLEARWATER (November 29, 2012) – More and more professionals are using social networks to build relationships, meet new contacts, and market themselves and their businesses. As a small business owner it's important to ensure your marketing strategy includes social media. In December, WorkNet's business seminar series will focus on using LinkedIn® as a tool to grow your business.

Please join WorkNet Pinellas in welcoming Carolina Lora, WorkNet's Business Services Recruiter, as she presents "Promoting Your Business with LinkedIn®". Ms. Lora is the go to LinkedIn® expert within the WorkNet organization and is currently coaching internal instructors on best practices of this powerful social networking site. This hands-on seminar is designed to explore the valuable tools that LinkedIn® offers. You will learn how to develop a complete and effective profile, promote your company brand and find talent for your organization.

The "Promoting Your Business with LinkedIn®" business seminar is offered on Tuesday, December 4th and Wednesday, December 5th from 3:00 pm until 4:30 pm at the St. Petersburg College EpiCenter in Clearwater (13805 58th Street N., Room 2-431). Seats are limited for this event. For additional information please contact Marilyn Browne at mbrowne@worknetpinellas.org or 727-608-2420.

WorkNet's no cost business seminars offer excellent training and resource tools for HR professionals and business owners. Designed to address current issues concerning employers in today's workplace, these dynamic seminars are based on substantial business and industry input presented by highly experienced guest speakers. Attendees learn best practices and techniques to help their business. For information on future business seminar dates and topics, visit www.worknetpinellas.org.

About WorkNet Pinellas

WorkNet Pinellas is a member of the Employ Florida statewide network of workforce services and resources. To locate any of WorkNet's Pinellas County One-Stop Centers visit www.worknetpinellas.org or call (727) 524-4344. WorkNet is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities by calling TTY/TDD 711.

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