



## Building Your Brand with Social Media

May 15 and 22, 2015

2 Fridays, 9:30 am – 3:30 pm

Strong leaders focus on motivating their team while building better **relationships**. They also work towards a strengthened **sense of self** on their path to becoming even more effective. An essential step for the advancement of one's career and development as a leader is one's **personal brand**. This process defines the leader and shapes the manner in which they serve others. In this series, participants will focus on **best practices** in personal branding both on- and off-line. Participants will write a personal branding statement which represents the values and skills that they consistently deliver and are known for. They will also complete a searchable online **profile**. Finally, participants will demonstrate mastery of best practices in networking in online and face-to-face strategies.

This course is priced at **\$1500** and includes all materials and **awards** 1.0 CEU. The course is held at the dazzling **Advanced Technical Educational Center** in Warren (14601 E. 12 Mile Rd.). Group discounts are available for multiple professionals from the same organization. Inquire for details.

### Who Should Attend and Why?

- Currently in a marketing role and looking to expand knowledge in marketing to include the latest social media tools and techniques
- Sales professionals and account representatives needing to establish personal credibility
- Job demands have increased responsibilities in the social media arena
- Thirst to know more about social media and its impact on 21st century business
- Leading an organization or team as it seeks to develop its brand
- Personally looking to build and expand resume and skill set

### Benefits

- Learn the current strategies being used in social media you can use immediately
- Create and execute impactful social media campaigns
- Integrate social media concepts into your organization's overall marketing strategy
- Learn trends in mobile applications and their intersection with social media

### Registration

Fridays, May 15 and 22, 2015

9:30 am – 3:30 pm (2 meetings)

\$1500 (1.0 CEU). Fee includes materials. Lunch on your own.

Limited seating! Register early to reserve your seat.

PHONE (with credit card): 313-577-4449 (M – F, 8:30 am – 4 pm)

EMAIL (for payment options): [execed@wayne.edu](mailto:execed@wayne.edu)



## Building Your Brand with Social Media

### Program Details

**Friday, May 15, 2015**

9:30 am – 3:30 pm

#### LinkedIn® for Leaders

While it's true that 90% of employment recruiters use LinkedIn®, this is a powerful platform that isn't limited in its usefulness to those who are in career transition. Rather, an ideal LinkedIn® profile is an essential tool for today's leader. Using updates, recommendations, and learning how to expand your network will be presented, along with other tools and tips. Participants will establish (or refine) their online profile and learn the keys to maximizing the benefits of the technology.

#### Best Practices in Networking

Business networking is essentially marketing one's self to the professional community, both inside and outside of the organization. Effective networking requires time and effort, but it can also yield priceless business benefits for leaders. Participants will learn the best practices of strategic relationships with peers and how to maximize their time in building relationships with others.

**Friday, May 22, 2015**

9:30 am – 3:30 pm

#### Social Networking for Leaders

Beyond LinkedIn®, leaders today have unique opportunities to tell their stories in the digital space. Participants will gain a thorough understanding of common social media channels including: blogging, Facebook, Twitter, Instagram, and more and develop a strategy for maximizing time spent on these applications.

#### Ethics and Social Media

This module focuses on the technical aspects of privacy settings, as well as content that is appropriate to post/comment on, connections that you may want to avoid, how to address a connection that you have with someone who has fallen out of your favor, when to like content and spread the word on it and when not too, the importance of fact checking/verifying information before posting/commenting, when to follow up off line, appropriate use of images/video, citing research/others, etc.

### About the Instructor

Cyndee Harrison has extensive experience spearheading marketing and advertising for small businesses and managing client accounts at the agency level. She leverages strategic thinking to develop and implement data-driven plans that attract attention and increase revenue. She has a proven track record of building social media presence through effective campaign development and management. Cyndee is an effective storyteller with exceptional abilities to predict target markets' reception to information.

**Complete this box and submit to WSU via email or US Post.**

Circle one: Path I Path II

Tuition: \$1500 / path

#### NOTE

Full payment **MUST** be received one week before the start of the course in order to reserve your space.

E-mail \_\_\_\_\_

Phone# \_\_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Billing Address

Method of Payment:  Visa  MasterCard

Check: Payable to Wayne State University

\_\_\_\_\_  
Credit Card #

\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
3-digit code