

# Social Media Workshop

Guest Speaker: Ellen McDowell

March 9<sup>th</sup> – Thursday | 12:30 pm - 1:30 pm

University Center – Room 206



## LEARN HOW TO:

- **Create** a powerful profile that maximizes your personal brand, connects you with staff, alumni, and recruiters on LinkedIn
- **Leverage** social media platforms for branding, marketing, fundraising and job searching.
- **The does and don'ts** of posting on social media sites such as Facebook, Twitter that could ultimately affect your job search, current place of employment or reputation.
- **Registration preferred, but walk-ins welcome**

If you need any special accommodations or for more information, please contact our office at [career@uno.edu](mailto:career@uno.edu)

Hosted by



THE UNIVERSITY of  
**NEW ORLEANS**

OFFICE OF CAREER SERVICES

**ELLEN MCDOWELL**  
Your Social Butterfly

LOCAL EXPERT™  
AUTHORIZED  
By Constant Contact®

Women's Prosperity Network  
Certified Professional Speaker

## REGISTER NOW (SPACE IS LIMITED)

### FOLLOW INSTRUCTIONS BELOW:

- 1) Go to: [career.uno.edu](http://career.uno.edu)
- 2) Go to: Student Registration/Login  
(Log in or Register)
- 3) Select: Career Events and Search
- 4) Select: **Social Media: Speaker – Ellen McDowell**
- 5) Select: Register for event
- 6) Select: Save