



You're invited:

Social Media "Boot Camp" for Hawaii Employers

*Learn how to navigate the basics of Twitter, Facebook and LinkedIn
for business networking, employee referrals & promoting job postings.*

HALF-DAY WORKSHOP

for Human Resources, Recruiting & Staffing professionals

Friday, February 10, 2012 -- 11:30am to 5:00pm
Lunch & Learn at Amuse Wine Bar – Cupola Theatre
2nd Floor, Honolulu Design Center

Learn how new trends at the intersection of human resources & social media are changing everything related to employment, recruiting and staffing. In a hands-on, highly participative program designed specifically for beginners, this "what and why" workshop takes the fear out of social media and shows how easy it is to:

- Build your business network using social media
- Promote your employment brand & job openings to a targeted audience
- Effectively use social media both personally and professionally

HOW TO PLAY THE SOCIAL NETWORKING GAME

In a lively, interactive game led by [Tara Coomans](#), Social Media Hawaii Chapter president and Head Brainstormer at Akamai Marketing, you'll learn how to develop a social media strategy to meet goals & initiatives, determine which social media platforms are useful for specific tasks, and how to tie them together for a targeted campaign.

TALK STORY – OPEN FORUM

Learn simple steps on how to get started using social media tools. In an informal panel discussion facilitated by the Social Media Club leaders, local business people will share stories, resources and ideas. You'll get diverse perspectives on what works from [Beth Busch](#), [Connye Harper](#), [Mary Despe](#), [Quincy Solano](#), [Derek Gabriel](#) and YOU. Got a story to share? Or just bring your questions!

PLUS: LinkedIn Essentials

Learn how to get started on LinkedIn, write your profile and join online networking groups to attract clients and make new business connections. Have the confidence to become a super user of LinkedIn in a LIVE WEBCAST presented virtually by [Margo Rose](#) aka @HRMargo of the Social Media Club Nashville Chapter.

RSVP by February 6

\$25 per person + \$1.62 registration fee, includes lunch buffet & free parking

<http://socialmediabootcamphawaii.eventbrite.com>

Can't make it?

Human resources, recruiting and staffing practitioners on neighbor islands and the mainland who cannot come to the half-day workshop in Honolulu are invited to attend the 60-minute LinkedIn Essentials webinar portion of the program at no cost. Contact Sylvia@smartsearchinc.com for webinar-only registration.



Follow this event on Twitter #SoMeHi