

Workshop focuses on using LinkedIn

Business owners, entrepreneurs, employers and managers who need the tools to join the LinkedIn conversation are invited to attend Using LinkedIn and Social Media, Drive Business Leads and Potential Employees to Your Company Page on April 8 from 9am-noon at the Hampton Inn located at 11951 Highway 267 in Truckee.

The world of recruiting is changing. Prospective employees search LinkedIn by keywords too. Be prepared if you want to hire these social media savvy candidates.

At this seminar sponsored by the North Lake Tahoe and Truckee Donner Chambers of Commerce in partnership with the Sierra Human Resources Association, participants will also learn six ways to attract high-quality business leads, build relationships and earn referrals.

If your LinkedIn profile isn't generating sales, clients or attracting employees, register by April 7 and pay safely online; at \$39 for SHRM members, \$49 for chamber members, \$59 for non-members.

Beverages and snacks will be provided at 8:30am.

As founder and CEO of ChristineHueber.com, workshop speaker Christine Hueber has been assisting organizations to improve their marketing productivity and performance since 1997 and currently has 20,000 members in her online and offline programs worldwide.

For more information about the workshop, call Laura Moriarty of SHRA at (530) 573.0224.

