

Using Social Media to Reinvent Yourself

Taught by Kathryn Borowski

Tuesday, August 9th, 2011, 9:00 a.m. – 11:00 a.m.

Most people are familiar with using social media to stay in touch with family and friends. But if you want to be successful in your career or business, you need to know how to use it to promote/advertise yourself.

Five years ago, you could get by without a social media presence, but many employers today consider social media skills as a basic computer skill, and seek employees who are comfortable with this media.

Join us to learn:

- ✓ How to reinvent yourself using LinkedIn when you are changing careers.
- ✓ How to get noticed on-line by recruiters and hiring managers.
- ✓ How to build a useful network, instead of just collecting connections.

Program Details:

Date: Tuesday, August 9, 2011

Time: 8:30 a.m. - Continental Breakfast

9:00 a.m. – 11:00 a.m. - Workshop

Location: 05-06-07 Hagedorn Hall on the South Campus of Hofstra University
Go to: www.hofstra.edu/directions for directions to Hagedorn Hall.

Cost: \$10.00

You must register with a credit card. Please visit: www.hofstra.edu/edworkshopreg

NOTE: First come, first served; 100 registration spots available.

[A Professional Development certificate for 2 hours of credit will be used.

Biography:

Kathryn Borowski, PHR is a Certified Human Resource professional. She has extensive experience helping companies develop innovative human resource solutions in the areas of best practices, policy and procedure, recruitment, benefits, compensation, training, compliance, OD, succession planning, employee relations, Affirmative Action, diversity, risk management, HR audits, and employment law. She has been responsible for project management and oversight of human resource initiatives in start-ups as well as enterprise organizations. Kathryn has a Bachelors degree in Business Administration from Hofstra University and a PHR from the Human Resource Certification Institute. She is the Director of Human Resources for a private corporation; a professional member of SHRM; the CW Post Employer Advisory Board; and volunteers with a local Youth and Community Coalition, that addresses non-civic issues in the community such as drug abuse, safe-teen events, and workforce readiness for students. She is a writer and frequent speaker on human resource practices.