

Social Media Savvy

-----Why Admins Need to be Using Social Media-----

January 19, 2012

6:00 PM – 7:00 PM (pst)

Presented by Leslie Adkins, CAP

Social Media is the new form of communication, personally and professionally. But why do I need to use it? What can it do for my career or my job search? How can we use it to better communicate with IAAP members? What if I just don't have time?

In this webinar we will review the basics of social media including:

- Why we all need to be using social media
- Vocabulary for different social media sites
- The basics of Facebook, LinkedIn and Twitter
- How to efficiently and effectively navigate social media
- Simple set-up tips and short cuts sites
- How to set goals and objectives for managing your time
- How to get over resistance and use social media to benefit your career!

Please RSVP for the webinar by emailing Leslie at leslie.adkins@precor.com

WEBEX Webinar Information:

Meeting Number: 493 068 116 Meeting Password: social1

To join the online meeting go to:

<https://amersports.webex.com/amersports/j.php?ED=13395608&UID=0&PW=NN2YyMjVmZDRh&RT=MiM0>

Call-in toll-free number: 1-877-759-7163 - Conference Code: 184 634 9774

Leslie Adkins, CAP is an Executive Assistant to the VP of Human Resources at Precor in Woodinville, a manufacturer of fitness equipment. She has worked in administrative positions for 20+ years, as well as several years as an event planner for non-profits. In her "other" life, she is a freelance writer and mystery novel author. She teaches beginning writing and grammar classes at local community colleges and is a regular speaker at several Pacific Northwest writers' conferences. She is the co-leader of *Write Night*, a weekly facilitated critique group for writers.

Leslie Adkins has been a member of IAAP since 2005. She is currently newsletter editor for the Everett Chapter and was the co-chair of the 2011 Washington-Alaska Division Annual Meeting. She is currently the WA-AK Division Social Media Chair.



**Washington-Alaska
Division Website:
<http://www.iaap-wa-ak.org>**