

# GROW Your Business with SCORE

November 29, 2017

Courtyard Marriott

600 Manor Road

Coatesville, PA 19320



3:45pm Registration

4:00-5:30pm Seminar

5:30 - 6:30pm Networking

## Strategic Research-based Approaches to LinkedIn

Presented by Lynne Williams

SCORE Social Media Expert

**Did you know:**

**\*LinkedIn has over 450 million users worldwide and welcomes a new member every 2 seconds?**

**\*94% of recruiters are using LinkedIn to find job candidates and spend an average of 6 seconds looking at either a resume or LinkedIn profile?**

**This informative workshop will delve into a research-based philosophy and strategies to create a LinkedIn profile that is geared towards viewers with average attention spans of about 7 seconds. You will discover tips, tricks and best practices to more strategically format your LinkedIn profile, optimize your use of keywords, and differentiate your personal brand.**

In partnership with DTRCC

Chamber Members: \$10

Guests: \$15



*Downingtown-Thorndale Regional Chamber of Commerce*

*Business and Community Working Together*

Please RSVP by November 24th to [donna@westernchestercounty.com](mailto:donna@westernchestercounty.com)

2017



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