



CENTER FOR A COMPETITIVE WORKFORCE

Connecting LA Industry and Community Colleges

Establishing and Maintaining a Professional Online Identity

STUDENT WEBINAR

**MARCH 9, 2022
12PM -1PM**

REGISTER HERE

Students will learn about:

- Choosing a Social Media Handle;
- Selecting an Appropriate Photo;
- Writing a Profile Headline;
- Highlighting Skills;
- Including Personal Brand Elements;
- Sharing Your Resume and Work;
- Engaging with Different Audiences;
- Networking with Potential Clients;
- Connecting and Following;
- Egosurfing and Auditing Existing Profiles and Content;
- Outlining a List of Revisions to Make to Current Accounts;
- Updating Current Accounts.



Host and Speaker:

Adam Lyons, Founder of POP THE PIXEL

Visit popthepixel.com or [@popthepxl](https://www.instagram.com/popthepxl) on

Instagram to learn more.



**For more information please contact, Isabel Duran at Isabel.duran@laedc.org.
Look forward to seeing you there!**

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