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# LinkedIn for Personal Branding

**Monday, April 8, 2019 • 7:00 PM**

**Rotary Room, Main Library**

Power up your personal brand and network with the world's premier professional networking site. It's time to rethink how you use LinkedIn to position your brand; share thought leadership; and build a meaningful network. In this presentation, learn how to be memorable and how to demonstrate your uniqueness for employers, potential clients, and business partners. Be found by optimizing your LinkedIn profile and experience. Be a thought leader and demonstrate your expertise using LinkedIn's newest content sharing options, publishing, and profile features.

**Presenter:**

**Sandra Longr**

*Sandra Long is an independent LinkedIn, personal branding, networking, social selling, and social recruiting instructor and speaker. She is the author of the Amazon best-selling book LinkedIn for Personal Branding: The Ultimate Guide. Sandra is the President of Post Road Consulting LLC in Westport and Stamford, CT.*

All programs are free and open to the public. Limited seating.

**Register** online at [fairfieldpubliclibrary.org](http://fairfieldpubliclibrary.org), or call 203-256-3160.

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