



**For Immediate Release**

**Date:** November 21, 2011

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## **SW IA ECI: “Using LinkedIn to Recruit, Engage and Network”**

**COUNCIL BLUFFS, IOWA** –The Southwest Iowa Employers’ Council will be meeting on Wednesday, December 14, 2011. Susan Nellson Baird of Baird Communications will be speaking to human resource professionals on “Using LinkedIn to Recruit, Engage and Network”.

**Using LinkedIn to Recruit, Engage and Network  
Wednesday December 14, 2011 10:00 am to 12:00 noon  
Hy-Vee Club Room  
2323 West Broadway, Council Bluffs, IA 51501**

Program topics will include:

- ✓ How and why to optimize your LinkedIn Profile
- ✓ How to effectively participate in LinkedIn groups and network with other human resource professionals and colleagues
- ✓ Ways to use LinkedIn apps to enhance your presence
- ✓ Why leveraging LinkedIn’s Q & A feature is so powerful

Featured speaker Susan Nellson Baird is owner of s.n. baird communications and facilitates hands-on interactive training sessions and workshops. She offers copywriting services, website content, and is a communications coach!

All human resource personnel are invited to attend. Pre-registration is requested by Friday December 9<sup>th</sup> to Carol Morgan at 712-242-2131 or [carol.morgan@iwd.iowa.gov](mailto:carol.morgan@iwd.iowa.gov). This program has been approved for 2.0 (General) recertification credit hours towards PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI). There is a minimal registration fee to attend.

The Southwest Iowa Employers’ Council is a local employer group supported by Iowa Workforce Development Region 13 including Harrison, Shelby, Pottawattamie, Mills, Cass, Fremont and Page counties, and is part of the statewide Employers’ Council of Iowa system. All businesses, including Iowa, Nebraska and Missouri employers are welcome to attend ECI events. This employer’s group addresses workforce issues, and provides both educational and networking opportunities for employers and human resource professionals.

Contact Carol Morgan at (712) 242-2131 if you have questions about this training session or about the Southwest Iowa Employers’ Council.

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**An Equal Opportunity Employer/Program**

Auxiliary aids and services are available upon request for individuals with disabilities.

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