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Lina Duque, MBA, is a social media strategist and executive branding coach whose work has appeared in the likes of Forbes, the Globe and Mail and Huffington Post. Connect with her at [LinaDuqueConsulting.com](http://LinaDuqueConsulting.com) or on Twitter @LinaDuqueMBA.



# Social Media Workshop

“Building a Strong and Strategic Personal Brand to Enhance Your Career”

**Tuesday November 21, 2017**

1:00 - 2:00pm

Macdonald Engineering Building, Room 267

Having a strong online brand is a must-have in the Digital Age. How do you use social media in a meaningful way to gain a competitive advantage in the job market? Join social media strategist Lina Duque, as she shares practical tactics to help you brand yourself to prospective employers. The session will feature examples and case studies and will cover the following topics:

- Defining your personal brand through a hands-on activity
- 3 steps to building a strong and consistent personal brand
- Leveraging social media to create a high-powered network
- Effectively managing your digital presence without spending too much time on it

[Registration required](#)

