

MEMORANDUM

TO: Charlotte Wager
FROM: Dinah M. Ruiz
DATE: January 30, 2013
SUBJECT: Newer Professionals Third Quarter Report

Here is recap of the activities for the third quarter for the Newer Professionals Section:

I. Bulletin Article Work Group: Vice Chair – Cynthia H. Duval

Proposed Topic/Title: Facebook & Twitter: The Nuts and Bolts of Getting Started

Author: Heather DiFranco, December 2012

Summary/Outline: This article will step beyond discussion of the need for utilizing social media as part of our larger marketing and communications strategy to walk readers through the nuts and bolts of how to implement a social media strategy for their office. In the article, I will provide a checklist of initial considerations to determine (what platform? target audience? purpose of using the platform? etc.) before creating your social media account. This article will also introduce other online tools to help make managing social media, resources and website to help generate content, and tips for building and engaging your audience.

II. Newer Professionals webinar – Presenter, Nicole Oddo

It Started with a Click – Connecting with LinkedIn, NALPConnect, and other Social Media

- Informative webinar on using social media as networking and recruiting tool.

Tuesday, February 12, 2013 from 2:00 PM - 3:00 PM EST

DMR

c: Fred Thrasher
Norma Cirincione

