



Division of Graduate Medical Sciences

Career Development Monthly Seminar Series

October Seminar: Career Development Monthly Seminar Series: Building Your On-Line Personal Brand Using Blogs, LinkedIn, and Other Social Media



Your on-line brand is extremely important especially as you apply for positions. Companies pay attention to how people showcase themselves and this can be a consideration in the hiring process. Your on-line presence contributes to your personal brand and you want to make sure that you are portraying yourself in the right light. Lauren Celano, Career Advisor will discuss the importance of LinkedIn and other on-line tools and how you can use these to enhance your brand.

Date and Time: Tuesday, October 16, 2012 4:00 – 5:00 P.M.
Location: 72 East Concord Street
Room: L-203
Registration: Email Yolanta@bu.edu open to Ph.D. students and postdocs