

# THE ***FUTURE OF WORK***

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## **The Power of Digital Networking with Twitter.**

**October 23, 2021, 12:15-1:15 PM Pacific**

**Janice Mandel**

**President, String Communications |  
PR Expertise That Drives Business Results**



The professional networking potential of Twitter is significant. It is also greatly underused.

In this workshop, the PR expert Janice Mandel will teach you a simple process that includes putting together a biography so people know who you are and what you're going to talk about, choosing the people you'd like to network with, finding them on Twitter and when the time is right, starting a conversation. She will explain when to follow them, how to keep track of them before you do, how you can make them part of your growing network and how to maintain a dialogue and regularly interact.