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LinkedIn expert to speak at Corporate College on using social media tool for marketing strategy

Anthony Juliano—a marketing and social media strategist, speaker, trainer and LinkedIn expert—will speak from noon to 1 p.m. Nov. 5 at Ivy Tech Community College Northeast, room 1640 Coliseum Campus, 3800 N. Anthony Blvd.

Ivy Tech Corporate College is hosting Juliano in to discuss The 3 R's of LinkedIn: A Formula for Making the Most of Your Time. The event will look at how to best utilize LinkedIn as part of a marketing strategy. The social media site is often misused, Juliano says, and if used correctly, it can be a powerful tool for business growth and to enhance the professional network.

The event is free and open to the public. To register, contact Ann Travis at 260-480-4118 or atravis@ivytech.edu.

An experienced trainer, writer, and marketing and social media strategist, Anthony Juliano approaches his work with one simple goal: to help others understand our changing communication environment. A graduate of Salem State College, Indiana University, and Indiana Tech, Juliano has more than 15 years of experience in his field.

Juliano has developed and taught college classes in social media, Facebook, and LinkedIn; presented about social media and LinkedIn at national and international conferences; and provided social media, blogging, and LinkedIn training for a wide variety of individuals and businesses. Juliano writes a monthly column about social media for Greater Fort Wayne Business Weekly and has written for a variety of publications and blogs, including Convince & Convert, "the world's No. 1 content marketing resource," and his own blog, The LinkedInstitute.

He lives in Fort Wayne with his wife and son.

Key Information

- Free Lunch and Learn: The 3 R's of LinkedIn: A Formula for Making the Most of Your Time
- Noon to 1 p.m. Nov. 5
- Ivy Tech Community College Northeast, room 1640 Coliseum Campus

Ivy Tech Community College is the state's largest public postsecondary institution and the nation's largest singly accredited statewide community college system serving nearly 200,000 students annually. Ivy Tech has campuses throughout Indiana. It serves as the state's engine of workforce development, offering affordable degree programs and training that are aligned with the needs of its communities. In addition, its courses and programs transfer to other colleges and universities in Indiana. It is accredited by the Higher Learning Commission and is a member of the North Central Association.

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Attached: PDF of release, Juliano headshot