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Upcoming Events

February - Interactive Social Media Sessions

Date/Time TBD. A four session Social Media Boot Camp at QCI in Elgin. Check my calendar for more information. [Register](#)

If a friend shared this with you, add yourself to our list.



Cloud Filing

Always have your stuff

LinkedIn

Stop using these words

Creative,
Motivated,
Multinational,
Responsible,
Experimental,
Effective,
Specialized,
Analytical

LinkedIn creates a list annually of the most overused words. Looks like it is time to crack open the Thesaurus (do you still own one?) or find thesaurus.com to open up the vocabulary in your resume and on your profile.

LinkedIn® Top Overused Buzzwords in LinkedIn Profiles



What you may have missed!

Do you have a challenge thinking up new and inventive blog material? The article link offers some great solutions. [Read it!](#)

Snapchat

Better Known as the Disappearing Media

I started Snapchatting with some of the younger members of my extended family. This is a fun tool and has caused some concern by parents.

[Read this article](#) How could you make use of the tool for your marketing efforts? Images are viewable for a prescribed period of time. Could you send a coupon that allows a 10 second

when you need it with Dropbox. Sign up for free! [Click Here](#)

view? You are alerted if someone does a screen capture. It could be a win-win!



Marketing

Postal Service to End Saturday Delivery

You may have heard that beginning in August the [USPS](#) will no longer deliver on Saturday. Will this affect your marketing plan? Do you use direct mail? If you need to beef up your social media marketing to accommodate the loss of delivery options, let me know.

Google+

Hangout

Have you used a Google [Hangout](#) yet? This is a great tool to investigate especially if you love Skype. Want to give it a try? Invite me to a hangout.

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Let us know how we can help you optimize your social media presence!

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