

CDSN CAREER DEVELOPMENT SPECIALISTS NETWORK

Founded in 1978 by Carol Feit Lane as a forum for professional Career Counselors
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CDSN Monthly Meeting

Date: May 21, 2015

Place: Science, Industry, Business Library (SIBL), 188 Madison Ave, between 34th and 35th Streets. Meeting room is on lower level. Signs will be posted. In order to enter the building before 10AM, tell security guard that you are with CDSN.

Time: 9:45AM to 12 PM (Networking and coffee at 9:45AM). The program will begin promptly at 10AM.

Topic: What Else is New on Social Media?

There's LinkedIn Pulse and Facebook Graph. So, what else is new on Social Media that we need to know for ourselves and for our clients? With social media platforms changing faster than anyone has any time to say, "what?", Donna Sweidan will look at some of the most important updates to our favorite social networking tools that continue to make a huge difference in our careers and that of our clients.

Learn what's new, what's hot and what's hidden on all the networking platforms. Donna will also report on some of the key findings from the 2014 CTL Global Career Brainstorming Day.

Donna Sweidan, MCC, LMHC, founder of Careerfolk has, for over 15 years, helped motivate, facilitate and inspire job seekers and career changers to reach their career goals. She is known for her passion and insight, combining her expertise in the new Social Media landscape with a highly compassionate and yet strategic approach. The heart of Donna's customized approach is a strong brand, an exciting current resume, and an online network that represents what it takes to succeed in today's marketplace. She is a well-known expert and advocate on the "new" job search, which demands that all professionals build a professional online identity with tools such as LinkedIn, Twitter or Blogs to create a robust profile and increased level of "G-cred", and is asked to speak regularly on the topic

Donna was featured as a Social Media and Resume expert on the NYTV series "Job Hunt" and has been quoted in the New York Times, International Business Times, [Fortune.com](#), [FoxBusiness.com](#), New York Daily News, Fairfield Parent and The Stamford Advocate. She has also been featured on CNN and interviewed on [TotalPictureRadio.com](#) and JobRadio.Fm.

Prior to starting CareerFolk, LLC, she was the founding director of The New School's Office of Career Development. She has also worked and consulted at DBM Outplacement Services, REA Career Services and served as adjunct faculty at Baruch College, Pace University and NYU. She served as the Career and Business Development Coach for the Connecticut Women's Business Development Center and served as coordinator of disability services at University of Connecticut. Donna helped start a new career center at The Met Council in New York City, created to serve immigrants entering the US workplace. Currently Donna serves as a board member of the Career Development Specialists Network.

Donna is a New York State Licensed Mental Health Counselor and holds an MA in Counseling from New York University, a BA in Psychology from the University of Witwatersrand, and a BA, Honors in Applied Psychology from Rand University, both in Johannesburg, South Africa. Donna has also trained at the Institute for Contemporary Psychotherapy.

Questions? judy.goldberg@verizon.net