Enhance Your Online Profile  
**Tuesday, April 12, 2016 • Noon to 3:00 p.m.**  
Usdan 108 (Taylor Meeting Room)

A workshop to help faculty become more visible to colleagues, students and non-campus organizations by optimizing their work and presence online through search engine optimization as well as social media. Participants will leave the hands-on workshop with a new online look at Wesleyan.edu and social media skills.

**ABOUT THE INSTRUCTORS**

During her more than 30 years in communications, Naedine has been editor-in-chief of The Hartford Courant, a three-time judge of the Pulitzer Prizes, editor of the 2015 book “Dynasty” about the UConn Women’s Basketball team and its 10-Title Reign, editor of Hartford Magazine and New Haven Living, a reporter in New York and a fellow in multi-media studies at University of California at Berkeley. You can find Naedine, a Wesleyan alum, at The Courant, its magazines or on Twitter, Facebook and Instagram.

Naedine Joy Hazel

Scott Johnson spent 25 years in journalism before moving into rebranding and strategy. Beginning as a graphic artist and designer, he then moved into newspaper redesign. He then moved from newspapers to the Associated Press in New York as Director of Graphics & Visuals and authored AP visual style guide. He left AP to rebrand the Central Park Conservancy, and then moved into healthcare, joining Memorial Sloan Kettering Cancer Center in the Strategy & Innovation department.

Scott Johnson

Approximately 20-25 Wesleyan University faculty members from all academic divisions can be accommodated. Please e-mail your reservation to attend to **cfcd@wesleyan.edu**.