



Princeton-Trenton Chapter AND New Jersey Chapter “Back to school: Social Media Skills for Research, Networking, and Professional Development”

Speaker: Tracy Z. Maleeff



Tracy Z. Maleeff is the owner of her new independent research business, Sherpa Intelligence LLC. She was most recently the Library Resources Manager at Duane Morris LLP in Philadelphia. Tracy is an SLA member, the recipient of the 2014 Dow-Jones Innovate Award, and was named a 2015 SLA Fellow. She created the #SLAtalk Twitter chat series. She co-authored “Network Like Nobody’s Watching: Demystifying Networking as a Skill for Librarians and Info Pros,” which won the SLA 2015 Best in Conference contributed paper. Tracy is active on Twitter @LibrarySherpa.

In her presentation, Tracy will discuss how people are using social media and generating massive amounts of content ripe to use for things like competitive intelligence or job hunting. You will get an understanding of how social media can be an asset in your professional life. Plus, you will leave with tips on how to better use Twitter and LinkedIn, in addition to heightened knowledge about the social media landscape.

Where:
Rutgers Club
199 College Avenue
New Brunswick, NJ 08901

When:
Tuesday Evening
Sept. 27, 2016
5:30 p.m. – 9:00 p.m.

The chapters gratefully acknowledge our sponsors for making this event possible:



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Payment Online

<http://newjersey.sla.org/event-registration/?ee=18>
*The online registration site gives you the option to pay via **PayPal** or check.*

Please Register Online by Sept. 21, 2016

PayPal users can pay via Visa, MasterCard, American Express, Discover Card or a bank account.

Payment by Mail

*To pay offline, complete the bottom portion of this form, and make your check out to **NJSLA**.*

Mail both by Sept. 20 to:

Cindy Rockoff
23 Revere Court, Princeton Junction, NJ 08550
Email: cindy.rockoff@gmail.com
Phone: 609-273-3698

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 SLA/SCIP/ALA/AIIP/NJLLA- Members (any chapter) \$25 Non-Members \$35 Students/Retired/Between Jobs \$15
Tuesday, Sept. 27, 2016 @ The Rutgers Club, 199 College Ave., New Brunswick, NJ

NAME _____ COMPANY _____

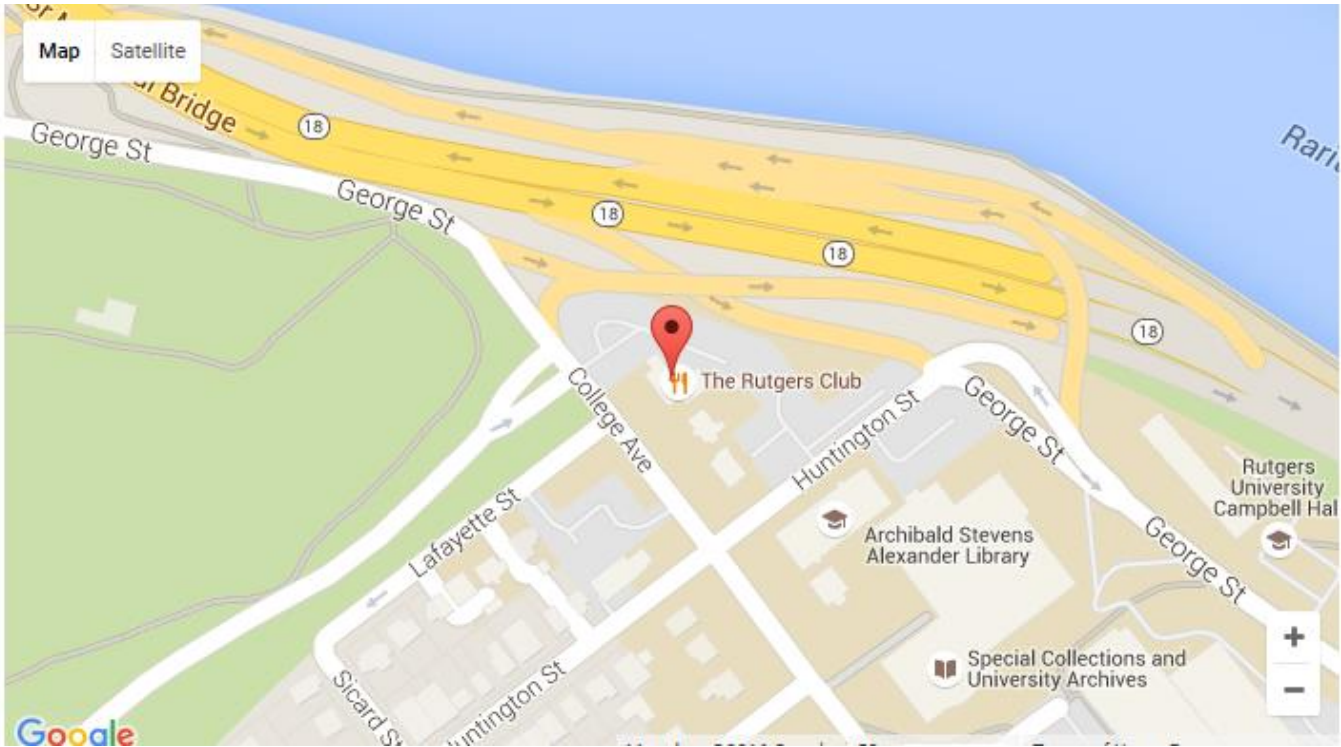
PHONE _____ EMAIL _____

Are you a first time attendee? _____ Would you like to be a buddy to a first time attendee? _____

*NOTE: Dinner will be served buffet style, with a variety of choices available.
Please notify us if you have special meal dietary needs.*

Total Enclosed \$ _____

The Rutgers Club
199 College Avenue
New Brunswick, NJ 08901
848-932-7139



DIRECTIONS:

From Route 1: Take Route 1 towards New Brunswick, and take the Route 18 North exit. Stay on Rt. 18 for approximately 3 ½ miles, and take the George Street exit towards Rutgers University. Merge right onto George Street. Follow that around to the second traffic light. Go straight through the light onto Huntington Street (passing the Rutgers Police Department), to the next traffic light. Make a right onto College Avenue. The Rutgers Club will be on your right.

From Route 287: Take Route 287 to Exit 10, to merge onto Easton Avenue towards New Brunswick. Follow Easton Avenue approximately 3 ½ miles, and turn left onto Landing Lane. Then turn right onto George Street, then a slight right onto College Avenue. The Rutgers Club will be on your left.

From the NJ Turnpike: Take Exit 9; bear right after the toll and merge on to Route 18 North. Stay on Rt. 18 for approximately 3 ½ miles, and take the George Street exit towards Rutgers University. Merge right onto George Street. Follow that around to the second traffic light. Go straight through the light onto Huntington Street (passing the Rutgers Police Department), to the next traffic light. Make a right onto College Avenue. The Rutgers Club will be on your right.