

JUNO CONNECTION



CHARMAINE TEODORO

Looking for a job in healthcare? Let Twitter, Facebook and LinkedIn help you!

To learn the basics on Twitter, Facebook and LinkedIn, visit the JUNO Healthcare blog at <http://junocareers.wordpress.com>

THE advent of social media or the use of content publishing tools that are highly accessible and scalable allows individuals to connect with organizations in a more direct level and gain access to their industry in unprecedented ways. This is done through social networking sites like Twitter, Facebook and LinkedIn, which healthcare professionals have also used as a means to meet recruiters, healthcare administrators, industry leaders and colleagues. Registering with these sites, for free, gives every healthcare professional a chance to share information, interact with contacts, and gain potentially useful advice for various purposes. Included in these possibilities is the chance to find a lead for a job.

Most have used these sites for personal reasons and mainly for entertainment, but when you decide to craft a clear professional objective in using these free online tools, you can maximize them and use them advantageously to advance or begin your career. Keeping in mind some very basic guidelines will let you do this and allow you to gain as much as possible from time spent in these three free networks. In case you're not familiar with these three sites, feel free to visit <http://junohealthcare.wordpress.com> for a quick overview.

Create a professional profile

The beginning of all social media involvement is registering with a social networking site, and the first part of this is creating your profile. It's fun and tempting to have a wacky profile showing off your wide grin, but if you want something that would look professional, it would be best to skip the funny picture.

For a site as simple as Twitter, you have very few information to input to complete your profile. For LinkedIn and Facebook, however, there's more space available. It's important that you maximize this by providing a concise and clear overview of your experience and potential.

Most of the information below will be required from you when you join the three sites.

Personal information—Make sure that this is accurate. Feel free to skip the nickname part if what's given to you is humorous or eccentric in anyway. It's important to have it right and consistent in all your social networks. For Twitter, the best way to make it look professional is to use your full name as a username. If it doesn't fit, use a variation. For example, if your name is Gregorio Montana, try gmontana or gregoriom. Just make sure it's clear, clean and something that could look official.

Contact information—It's not necessary to have all your contact information there. But it would be helpful to have a valid e-mail address for inquiries. In Facebook, you can check who sees all of your contact information through the Privacy Settings, so it's okay to put your phone number if you're sure you want all your friends (whom you have to confirm and approve) to see it.

Description/Short Bio—This is the chance to describe your experience and background as attractive as possible. In Twitter, you only have 160 characters for this—use it wisely. Joel Comm, a professional social media marketer suggests in his book *Twitter Power* that it's useful to have 75 percent of your Twitter bio on your professional experience (e.g. registered nurse, allied health pro), with the remaining characters as a short description about you (e.g., loves to swim). Using Joel's formula, an appealing Twitter bio would be "a registered nurse, passionate writer, loving mom who loves to care for people."

For Facebook and LinkedIn, which give you more space, input as much work experience as possible. Write your accomplishments, professional objectives, and landmark roles you may have gained in the span of your career. If you're a newly grad, include achievements from your extracurricular activities, as well as a quick rundown of any leadership roles you had.

Links to other profiles—You can combine various social networking profiles by linking them to one another. Through some applications in Facebook, you can have your Twitter updates reflect on your status messages. This would allow you to manage your sites well and direct traffic from one social networking site to another. If you'll be linking your profile to any website, make sure that information on that site does not have any offensive or controversial content.

As you write to complete your profiles, keep in mind that your audiences are your potential employers or future references, so make sure your writings are readable and free of any spelling and grammatical errors. You don't need to have it in AP style but at the very least; they should be clear and easily understood.

Follow (Twitter), become friends (Facebook) or make contact (LinkedIn) with the right people or organization

Although it's not really a big issue if you decide to follow your favorite celebrity, band or personality in Twitter, Facebook or LinkedIn, try to stay focus on your goal when on these sites. That goal is to get a job. And like most goals, you need to have clear plans on how to achieve them. Part of it is to gain the right followers, friends, and contacts for your social network.

The first thing you need to do is fill your accounts with healthcare industry-related contacts. You can use keywords about the industry in any of the social networks to find hospitals, healthcare staffing agencies, recruitment advisors, professional associations, and even job boards and sites that have social network accounts. Follow, add, and contact them so you could be part of their network and they could be in yours. By doing this, you are opening the door of possibilities.

Having these people, organizations, and sites in your contacts (or however they may be called depending on the site you've joined) is equivalent to creating a database full of peo-

ple who can help you find a job. The appearance of your profile becomes significant from here on because you want these potential employers or professional contacts to gain a good impression of you on cyberspace.

As you search for them and add them as friends, be mindful of any spam policies surrounding these sites. So don't overdo it. Wait for these people to respond and see if they will include you in their list of contacts. Be aggressive yet mindful of the limits when expanding your base so as not to be suspended from the use of these sites.

Both Facebook and LinkedIn

Both Facebook and LinkedIn have sections in their sites that directly show job postings. Facebook Marketplace (<http://apps.facebook.com/marketplace>) has listings of jobs divided into several categories,

including Healthcare & Nurse. LinkedIn, on the other hand, has a jobs section (<http://www.linkedin.com/jobs>) where you could search for healthcare jobs through both simple and advanced search functions.

Engage in sensible conversations and provide valuable information about your field

To stand out from the crowd of users and gain the attention of your contacts (a.k.a. prospective employers), it's important to post useful content and engage into conversations that your own network can benefit from. Doing this builds up your image as a credible source and can lead to one on one dialogue with your network friends and followers.

When using Facebook, take time to post useful information on the latest news or industry information on healthcare. Use your status messages well to

convey information that your friends can appreciate. Find ways to engage your readers and your visitors. Give information they can use and take advantage of. When posting pictures, consider that your audiences are professionals and anything that could damage your profile's professional look should be removed.

In Twitter, tweet sensible items. If you have a link to show post it using any URL shortening programs available (<http://bit.ly>, <http://tr.im> or <http://tinyurl.com>) and if you see any conversations happening between tweeters, join the chat. Find ways on how you can give value to whatever event is happening. By using #hashtags (more on this on the JUNO blog), you can also participate in conferences, special events, meetings, and forums

► PAGE C8

Understanding the Treaty ...

PAGE C2 ◀

visory or executive capacity, or possess highly specialized skills essential to the efficient operation of the firm. Ordinary skilled or unskilled workers do not qualify. In addition, the employee must have the same nationality as the principal alien employer.

What is a Treaty Investor?

A treaty investor is a national of a country with which the United States maintains a treaty of commerce and navigation who is coming to the United States to develop and direct the operations of an enterprise in which the national has invested, or is in the process of investing a substantial amount of capital.

In order to obtain approval of an E-2 application, evidence of the following must be submitted to the appropriate United States consulate abroad or to the USCIS:

1. The investor, either a real or corporate person, must be a national of a treaty country;
2. The investment must be substantial. It must be sufficient to ensure the successful operation of the enterprise. The percentage of investment for a low-cost business enterprise must be higher than the percentage of investment in a high-cost enterprise;
3. The investment must be a real operating enterprise. The investor must have invested in or is actively in the process of investing in the enterprise. Speculative or idle investment does not qualify. Uncommitted funds in a bank account or simi-

lar security are not considered an investment;

4. The investment may not be marginal. It must generate significantly more income than just to provide a living to the investor and family, or it must have a significant economic impact in the United States ;

5. The investor must have control of the funds, and the investment must be at risk in the commercial sense. Loans secured with the assets of the

“ Spouses and unmarried children under 21 years of age, regardless of nationality, may receive derivative E visas in order to accompany the principal alien. Only the spouse, however, of an E-1 or E-2 is authorized to work in the United States ”

investment enterprise are not allowed;

6. The applicant must demonstrate that he controls the enterprise by showing ownership of at least 50% of the enterprise, by possessing operational control through a managerial position or other corporate device or by other means; and

7. The investor must be coming to the United States to develop and direct the enterprise. If the applicant is not the principal investor, he or she must be employed in a supervisory, executive, or highly specialized skill capacity. Ordinary skilled and unskilled workers do not qualify.

Spouses and unmarried chil-

dren under 21 years of age, regardless of nationality, may receive derivative E visas in order to accompany the principal alien. Only the spouse, however, of an E-1 or E-2 is authorized to work in the United States . Holders of E visas may reside in the United States as long as they continue to maintain their status with the enterprise.

If you want to know more about this topic, then we invite you to schedule an appointment

for your free legal consultation by calling us at (818) 956-8844 | Glendale 1 or at (626) 331-8188 | Covina 1. You may also visit us at www.palacioslawfirm.com.

*** Attorney Eugene M. Palacios is the founder and principal of the Law Offices of Eugene M. Palacios. He has great depth of

experience and a successful track record in handling employment and family-based petitions as well as PERM and naturalization applications. He is licensed as an attorney in California and is admitted to practice before U.S. Immigration Courts, the U.S. Central District Court, and California State Courts. He is also an active member of the American Immigration Lawyers' Association. His offices are located at 100 North Brand Boulevard, Suite 600, Glendale, California 91203 and at 800 South Barranca Avenue, Suite 250, Covina, California 91723 .

*** The above article does not, and is not intended to, constitute legal advice for a specific immigration problem and does not create an attorney-client relationship between our office and the reader. It is for informational purposes only and reflects our law firm's opinions and views on general issues.

(Advertising Supplement)



COME TO THE HOME RESCUE FAIR FOR HELP.

The Alliance for Stabilizing our Communities has organized this event to help provide you with the tools and resources you need to make informed decisions about the options available to you. Bring your loan documents and other financial information to get advice from industry experts. Together we'll work to give you valuable information and hope during this difficult time.

TAKE ADVANTAGE OF THESE FREE SERVICES.

- One-on-one sessions with loan specialists, HUD-approved housing counselors, and attorneys
- Foreclosure prevention workshops
- Translators

For more information, call 1.213.382.1819 x 132.

EVENT INFO
Saturday, June 27, 2009
10 a. m. to 2 p. m.
Panorama High School
8015 Van Nuys Blvd.
Panorama City, CA 91402

PLEASE BRING THE FOLLOWING DOCUMENTS SO WE CAN BETTER ASSIST YOU:

- Current pay stubs (within the last 30 days)
- 2007 and 2008 income-tax returns
- Household expense budget
- Copy of closing documents and most recent correspondence from your mortgage company
- Most recent property-insurance and mortgage statements

This event is brought to you by Asian Pacific Policy & Planning Council and SIPA.



Daejin Biomedical's j2v takes care of your prostate problems

ACCORDING to the prostatehealthcures.com, an estimated 30-50 percent of males are affected by prostate problems. This includes acute bacterial prostatitis, chronic bacterial prostatitis and chronic prostatitis which is commonly associated with chronic pelvic pain syndrome. Common symptoms include pain and difficulty in urination or frequent urination. Diagnosing the main problem requires a series of tests and are commonly treated with antibiotics. However, there are some cases which recurred even after being diagnosed as cured. It is a hassle to undergo treatment after treatment, and effectiveness of treatment declines after so many times.

Now, Daejin Biomedical, a Korean company owned by Mr. Dae Jin, introduces j2v, a prostate hormone therapy, which guarantees long-term benefits. Mr. Dae Jin believes in the importance of health and has made ceaseless efforts and investments to realize the healthy and affluent world without disease. He understands the common problem that plagues men so he and his medical staff came up with j2v.

J2V can be self-administered at home while patient is seated comfortably in his chair or lying on his back. It is used by inserting a microprocessor-treated probe into the intestine. This long probe is controlled by the ideal temperature of 38-46 degree Celsius in the intestine and aims to give comfort to the patients. The probe emits the magnetic and



heat wave to the affected part, maximizing the effectiveness by preventing germs and viruses from growing further and activating the normal organisms while killing the abnormal organisms. Handling of this device is simple, hygienic, safe and economical. For only 20 minutes of use every day, desired effects of lessening the pain and reducing the swelling are evident within three-four days.

J2V device guarantees no side effects. It is equipped with a new technology microprocessor system, all the operation is controlled by data which you can easily read in the device's LCD screen. It requires nickel cadmium battery which takes one-two hours to fully charge. If the patients do not like the product, he may opt to return in within 30 days upon receipt and get your money back guaranteed.

So if you are looking in for a solution for your prostate problems, order j2v now. For more information, you may visit their website www.j2v.co.kr or call (562) 261-6611 today.

(Advertising Supplement)