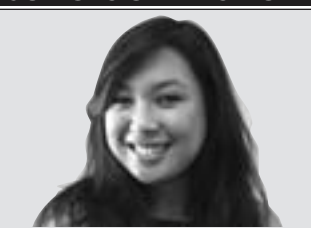


JUNO CONNECTION



CHARMAINE TEODORO

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

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>

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 on-line 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 [care.wordpress.com for a quick overview.](http://junohealth-</p>
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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 ad-

dress 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

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One Glamorous Night: Greater and Grateful at 59

The GMA Anniversary Special

HERALDING the network's almost six decades of superior broadcasting leadership and excellence, GMA Network celebrates its 59 glorious years of television modernism with a glittering and grandiose pageantry of star force bearing the anniversary theme *One Glamorous Night: Greater and Grateful at 59*.

An evening of high style and glamour, the two-hour special highlights the grandest parade of Kapuso stars and programs in a flamboyant fashion show at the Araneta Coliseum happening on Friday, June 19.

It will showcase the network's ever-evolving television ideals and innovations through the glitz of its own artists. The special also delves into the 10 elements of TV (color, moves, style, image, heart, sound, numbers, power, soul, and reach) interpreted through flashy performances, music, choreography, lights and fashion.

Festive and modish, the television element of COLOR is represented thru a grand opening number featuring the massive pool of 100 Kapuso stars, professional



ramp models and air dancers.

The force that radiates emotion into artistic action, MOVES will be interpreted by GMA's Dance Royalties through hip-hop and ballroom face-offs.

A glamorous portrayal behind the network's image, STYLE will be represented by the roster of GMA *Kontrabida*'s as they introduce the idea of nostalgia of hi-glam.

Upholding its vision of transparency, the element of IMAGE presents the most respected personalities of GMA News and Public Affairs who exemplifies hard work in delivering a comprehensive and balance reportage of

the truths of the times.

The force that embodies the station's achievements and downfalls, HEART features the ensemble of GMA's top-caliber comedienne headed by the comical duo of Yaya and Angelina.

Driven by its passion for excellence, SOUND encapsulates the network's true formula of trend-setting and producing cutting-edge programs to all Filipinos. GMA Sexy Stars will shake your body as they perform a variety of rhythmic dance numbers and electrifying moves.

Playing a major role in revolutionizing the history of Philippine television, the element of



NUMBERS gives a chronological narration of GMA's 59 resplendent years in the broadcast industry. A mix of the network's brides and grooms will parade around the stage.

Setting the standard of innovation and efficiency, GMA resident athletes and sports enthusiasts stand for the element of POWER that radiates truth and beauty in the modern times. Kapuso stars will perform a tai-chi and capoeira production number.

The element of SOUL is the force that symbolizes the GMA's principle of enriching the lives of Filipinos through superior deliv-

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