News Information

**Media Contacts:**

Heather West, Heather West Public Relations

E-mail: heather@heatherwestpr.com; 612-724-8760

Angela Dickson, marketing manager, AAMA

Email: adickson@aamanet.org; 469-481-6413

November 30, 2017

**Registration Now Open for AAMA LinkedIn Webinar**

SCHAUMBURG, IL— Those seeking to boost their profile and presence on LinkedIn, the online professional networking tool, can take advantage of a complimentary webinar offered by the American Architectural Manufacturers Association (AAMA). Registration is now open for “7 Actions You Can Take Today to Improve and Protect Your LinkedIn Profile,” a December 12 presentation given by AAMA Communications Coordinator, Meryl Williams. This reprise presentation is being held for those who were unable to attend Williams’s in-person workshops at the 2017 AAMA National Fall Conference in October. Register [now](https://register.gotowebinar.com/register/9067437484783703811).

“LinkedIn is an ideal place to showcase your professional background, but also a platform that might need some care when it comes to security and protecting your client list,” said Williams. “Plus, it’s a place to present yourself as a fully-rounded person, and someone companies will want to have on their teams.”

Williams will share tips about what makes a good (and bad) profile picture, and why professionals should include volunteer work and other interests on their profiles. She will also review LinkedIn account settings that allow users to view the profile pages of others without detection, how to make sure participants’ profiles are not quickly passed over and how to keep competitors from poaching clients. To conclude the presentation, privacy settings for LinkedIn will be discussed.

Though many AAMA webinars are available exclusively to AAMA members and certification licensees, this presentation is open to the public. Register at www.aamanet.org/webinars.

**About the Speaker**

Williams is in her fourth year as AAMA's Communications Coordinator. A large part of her job is maintaining and growing AAMA's social media presence, including the association's Twitter and Instagram accounts, several channels on LinkedIn and more. She is available to AAMA members who have questions about any social media platform.

Williams is also a freelance writer, with bylines in publications like Paste Magazine, Apartment Therapy, The Billfold and others. Prior to AAMA, she worked in Groupon's editorial department and as a newspaper reporter. She has a journalism degree from Muskingum University. Today, she works from her home in Columbus, OH and plays roller derby under the name "Feral Streep" in her spare time.

More information about AAMA and its activities can be found via the AAMA website, [www.aamanet.org](http://www.aamanet.org/).

AAMA is the source of performance standards, product certification

and educational programs for the fenestration industry.SM