



Maine Working Together WORKFORCE DEVELOPMENT SYSTEM

presents:

Social Capital, Networking, & Personal Branding: Tools for Inclusive Employment Success

***“In today’s workforce, success is about more than just skills—
it’s about connections, trust, and visibility.”***

Join us on Thursday, July 31 for an interactive webinar exploring how social capital, networking, and personal branding can be powerful tools for employment support professionals who support job seekers with disabilities.

We’ll break down what social capital looks like in everyday life—sharing information, offering help, and building trust—and how these simple acts can open doors to employment opportunities.

Through real-world examples—like coworkers helping each other, neighbors sharing resources, and communities coming together—you’ll gain practical strategies to help job seekers build relationships that lead to employment.

Date/Time: Thursday, July 31, 2025, from 10–11am

Presenters: Brit Miles and Kelly Wanzer

Cost: Free

Whether you’re new to the field or a seasoned professional, this session will give you fresh tools to help people with disabilities be seen, valued, and hired.

For more information, please email Kelly Wanzer at Kelly.Wanzer@umb.edu



- **Identify and cultivate social capital in your community and workplace**
- **Support job seekers in building and using their own networks**
- **Understand the role of personal branding—how others perceive our values, skills, and identity—and how to help individuals shape their own**
- **Use social media and technology responsibly to enhance professional presence, explore career paths, and connect with inclusive employers**

SIGN ME UP!



Funded by the Maine Department of Education, Maine Department of Labor, and Maine Department of Health and Human Services, in partnership with the Institute for Community Inclusion at UMass Boston.

www.MaineWorkingTogether.org