

RYERSON SOCIAL MEDIA GURU VISITS SHRM CLASSROOM

Lina Duque, MBA, a recognized social media strategist whose writings have appeared in the likes of *Forbes* and the *Globe and Mail* visited Dr. Souha Ezzedeem's HRM 4440 class on October 27th to speak to the 4th Year/Honours students about leveraging social media for career advancement.

Lina is an advisor to senior executives and entrepreneurs on social media, personal branding, and thought leadership. She has trained and presented to professionals on the use of social media tools and platforms at various organizations, including the Ivey Business School (Western University), the Rotman School of Management (University of Toronto), the International Association of Business Communicators, and the ICBC, the world's largest bank.

Lina has an Executive MBA from the Ivey Business School at Western University, and currently teaches "Social Media for Executives" at Ryerson University's Chang School of Continuing Education. For more information about Lina, please visit: www.linaduqueconsulting.com.



The students formed groups to evaluate FedEx's response to a social media crisis:



Lina Duque and Student Nisha Hamraz:



Lina Duque and Student David Akinsanya:

