

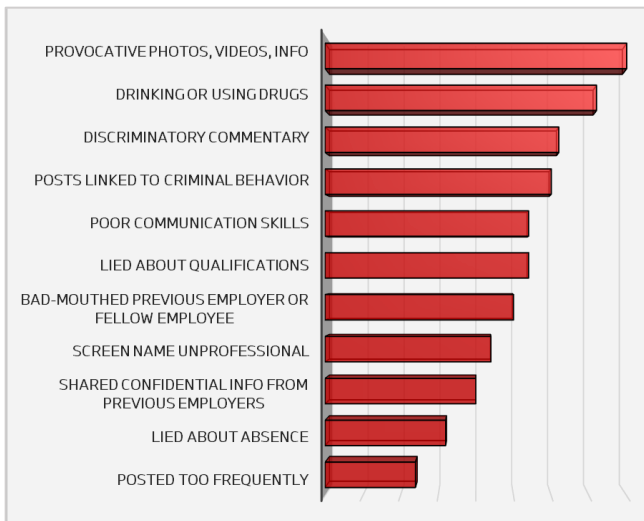
## Session 3: Professional Social Media for Automotive Technicians



### Why use Social Media?

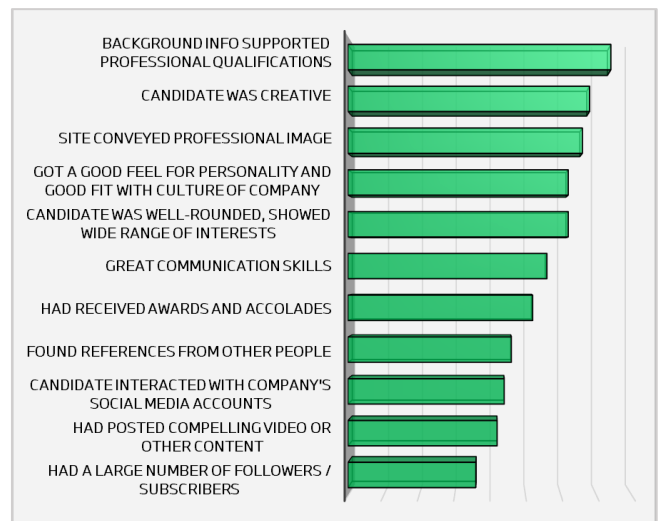
- To network with BMW Dealer personnel
- To show your passion for Automotive
- To learn more about BMW

Keep it professional, or keep it secure. Employers may implement social media background checks!



**Avoid these on your social media pages**

**Consider these on your social media pages**



For additional questions on social media networking, email: [rtr-program@rpc-partners.com](mailto:rtr-program@rpc-partners.com)

Check out our website for more news and information: [www.rpc-rtrprogram.com](http://www.rpc-rtrprogram.com)

Find all BMW Technician Job Opportunities here: [www.bmwdealercareers.com](http://www.bmwdealercareers.com)

Click the blue button

**EXPLORE TECHNICIAN OPPORTUNITIES**

### LINKEDIN NETWORKING TIPS

- **Develop** a profile using your resume as a basis.
- **Connect** with BMW employers, corporate dealer groups, Technicians, BMW interest groups.
- **Post** on the news feed: Your automotive passions, projects, repairs, training achievements, BMW brand support, etc.