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i Lead – The Leadership Connection with Linda Sharkey **Archives Available** **June 02nd 2016:Leadership and Social Media with Ken Rochon**

We all struggle with how to leverage social media to our advantage without making it a massive time drain. Today, you must understand how to use social media not only to build your own personal brand but also that of your company as well. This week's show will be with entrepreneur and social media guru Ken Rochon. He is a noted author with several books, the most notable is "Keep Smiling: Shift Happens." We will be exploring how you can demystify social media and make it work for you to build your brand and your company's sales. Ken is a fellow radio show host, so you may want to tune into his

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Featured Guest



Ken Rochon

Ken Rochon is an accomplished serial entrepreneur, established his successes with The Umbrella Syndicate, Big Events USA, Perfect Publishing, & Absolute Entertainment DJs. He is a Social Proof Celebrity Event Photographer, International Keynote Speaker, Published Author of 18+ books, Forerunner of the nonprofit organization "The Keep Smiling Movement," & Past Honoree as "America's Most Influential Business Connector." What you may not know is this renaissance man held in his history the distinction of an Army Officer, Science Teacher, as well as being known as the most accomplished World DeeJay Ken's primary focus is support & promotion of great leaders, authors & speakers. He

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