

22. April 2026

Equality

Digital empowerment: series of seminars for women on how to present themselves in social networks

Presentations on how to present yourself confidently on social networks such as Instagram and LinkedIn // Free offer as part of "Woman & Career"

The Equal Opportunities Officer of the City of Bocholt invites interested women to two seminars on the professional use of social media. The events offer practical tips for building a personal online presence both in presence and in digital format. Participation in the talks in the "Woman & Career" series is free of charge for participants.

Whether in a permanent position, as a freelancer or in a small business - visibility in digital networks is becoming increasingly important for professional development. Social platforms such as Instagram, Facebook or LinkedIn offer a wide range of opportunities to advertise your own skills, build networks or market goods and services. To support women in this process, Bocholt's Equal Opportunities Officer Astrid Schupp is organising two events on the topic of "Digital Empowerment".

Speaker Magdalena Bernhardt, business economist and coach, will provide an overview of strategic considerations as well as the advantages and potential pitfalls of a digital presence. The focus will be on utilising personal opportunities by developing a "brand I". Existing myths and fears when dealing with the public will also be addressed.

The programme is aimed at all women, regardless of whether and which platforms they already use. The speaker will refrain from a purely technical introduction to the individual media and instead focus on valuable tips and tricks for a convincing social media presence.

Interested parties can choose between two different dates. The first lecture will take place as a face-to-face event on Tuesday, 12 May 2026, at 7 p.m. in the Europahaus (Room France) at Adenauerallee 59. A second online seminar with the same content will be offered on Thursday, 21 May 2026, also at 7 p.m. Both events are part of the "Women & Work" series organised by the municipal equal opportunities officers in the Borken district.

Registration is required and can be done online via the Borken district's event portal at www.kreis-borken.de/de/veranstaltungen-gleichstellung.



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Social media for work and career: speaker Magdalena Bernhardt gives tips for a confident appearance.