



## PASADENA CITY COLLEGE SBDC WEBINARS

### Hiring and On-boarding Employees

Join us for our third webinar in the Becoming Employers in CA series: Hiring and On-boarding Employees. We'll teach you the basics of successfully recruiting employees:



- Sourcing/interviewing candidates
- Making a job offer (we'll share a template with you)
- Background checks
- Hiring required paperwork
- What to cover in employee orientations

**Presented by HR Expert: Xiomara Palma**

**Friday, January 20th 10:00 AM**

[Register Here](#)

**How to Use Canva to Create Social Media Content**

Do you need help creating content on your social media that leads to sales?  
Would you like an easy plug-and-play system to be able to create content faster & easier?



In this hands-on interactive Webinar, learn from Deborah Deras, the Social Media Goddess who has booked huge clients such as Verizon, Coca-Cola, Proctor & Gamble, NASA, Caltech, J.P, Morgan through organic social media content.

**You will learn how to:**

- Create Instagram Reels/TikToks/YouTube Shorts on Canva
- How to create Carousel posts
- How to animate posts
- How to use your brand colors and fonts consistently
- How to post the content on multiple platforms in a swift and easy way
- Plus Q&A

**Presented by Social Media Goddess: Deborah Deras**

**Thursday, January 26th 10:00 AM**

[Register Here](#)

## 2023 Employment Laws Update

New year, new employment laws. Are you in the know about the latest employment regulations? If not, don't fret. Join us for a briefing on what small employers need to comply with 2023 employment law changes and avoid penalties.



**Some of the topics we will cover:**

- Transparency pay
- Minimum wage/salary and other wage law changes
- Cal-savers expansion
- Covid-19 & workplace safety updates
- Best practices and resources for recruiting & sourcing talent

If you have at least 1 employee, save your spot now. You would not want to miss out on the FREE resources that will be presented.

**Presented by HR Expert: Xiomara Palma**

**Monday, January 30th 10:00 AM**

[Register Here](#)

## Stay Informed

Follow us to stay updated on SBDC news, upcoming events,  
and more!



The Small Business Development Center at Pasadena City College  
is part of the Los Angeles Regional SBDC Network.

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