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Women's Resource Center Hosts Free Webinar on the Power of Social Connections

March 11

Guest panelists include Eleni Sokos, the CEO of the content marketing company Sokos Social, and Alicia Cotton, regional performance manager at PepsiCo North America.

(February 26, 2021) In a recent study from the Brookings Institution, researchers found that social networks have a significant impact on economic mobility. The study was part of the How We Rise initiative, an analysis of the dynamics of social connections. As part of its Wonder Women Collective series, the Women's Resource Center (WRC) is offering a panel discussion about how social networks can provide access to support, information, power, and resources, and are a critical and often neglected element of opportunity structures. In "Good Things Happen When Women Connect," WRC CEO Ashley Brown moderates a panel discussion on the importance of expanding and nurturing professional and personal networks. Guests include **Eleni Sokos**, CEO of the content marketing company Sokos Social, and **Alicia Cotton**, regional performance manager at PepsiCo North America. Each will reflect on her experience making connections, having the right people at the table, and their journey to building strong networks. This free webinar is Thursday, March 11, 5-6 p.m. Those interested can register at mywrc.org/Collective.

WRC's Wonder Women Collective series serves as a platform to bring people with different experiences and perspectives together to build a sense of unity and create conversations that engage, inspire, and challenge our way of thinking. It was created in a time when people feel isolated and polarized, and when staying connected is more important than ever.

“We wanted to create a space for women to connect that was inclusive, non-judgmental, and allowed for vulnerability,” says Brown. “The goal of the Collective is to provide a free platform to share ideas and learn from each other.”

Webinar participants will learn about the benefits of social and professional networks, tips on how to connect with others, and ways to build social capital. The panel discussion will address how diversifying one's personal network can help gain perspective and ensure that you are not getting input from within an echo chamber.

The phrase “social capital” has become popular in describing how the people we surround ourselves with represent tangible assets. It has been characterized as the glue that holds societies together, given how powerful these relationships can be. Research shows that social capital is strongly associated with a variety of important indicators of community health and plays a critical role in determining mental health outcomes.

“It's important to identify those key people in your life who are your ballast in times of transitions, as well as explore ways to recruit others who could provide meaningful input,” says Sokos.

To learn more about the Wonder Women Collective and all of WRC's services, please call 941-256-9721 or visit mywrc.org.

About the Women's Resource Center:

For more than 37 years, the Women's Resource Center has been dedicated to engaging, educating, enriching and empowering women of all generations and socioeconomic levels. Today, WRC serves thousands of women and families in Manatee and Sarasota counties. Its vision is to provide unique strategies and programs that strengthen women through life's transitions and provide balance, confidence and determination, which not only meet their immediate needs, but also provide hope for the future. To learn more, visit www.MyWRC.org.