

LinkedIn for Employees – ½ Day

Course Duration

½ Day

Objectives & Expected Outcomes

Be more effective in their use of LinkedIn to better support the company's identity on LinkedIn.

Understand and know how to utilise the potential for connecting with existing and prospective clients.

Unlock the Corporate Marketing Opportunities on LinkedIn

Follow corporate guidelines to maximise consistency

Pre-Requisites

To have a basic computing knowledge. Personal accounts on some social networking sites (including but not essentially LinkedIn) will be beneficial for experience. Access to administer company page (if existing) may also be beneficial.

Subjects

Introduction to LinkedIn

What is LinkedIn? • More than an online CV? • Your Profile vs. Your Company Profile • Understanding the context of LinkedIn • Premium vs. Freemium • Inbox • Notifications

Your Profile

Completing your Profile • Bio • Sharing Contact Info • LinkedIn url • Activity • Your Summary • Experience • Skills & Expertise • Endorsements • Education and Additional Information • Optimising your Profile

Recommendations

Managing Recommendations • Giving Recommendations • Asking for Recommendations • Recommendations vs. Endorsements



Connections

Degrees of Connections • Filtering Connections • Introductions • Finding the right connections • Building Client Base • Understanding how to protect your Client Lists

Companies

Key Features • Differences between Company and Personal Profiles • Products & Services • Insights • Employees • Updates • Interacting efficiently with your Company Page
