

# LinkedIn Introduction

## Course Duration

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1 Day

## Objectives & Expected Outcomes

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Understand the route that your business will need to take to maximise potential from LinkedIn. Understand where changes and implementations may be needed and how to plan for LinkedIn use.

## Pre-Requisites

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

## Subjects

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### 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 | News & Polls

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### 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

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### Recommendations

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

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### Connections

Degrees of Connections | Filtering Connections | Adding Connections | Importing Contacts | Profile Organiser | Introductions | Finding the right connections

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## Groups

[Creating a Groups](#) | [Using Groups](#) | [Targeting Groups](#)

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## Following

[Influencers](#) | [Following from Groups](#)

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## Jobs

[Finding Jobs](#) | [Posting Jobs](#) | [Finding Talent](#) | [Talent Solutions](#)

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## Companies

[Creating your Company Page](#) | [Key Features](#) | [Differences between Company and Personal Profiles](#) | [Showcase Pages](#) | [Employees](#) | [Updates](#)

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