

LinkedIn for Business Part 1: Creating an 'All-Star' Profile

Learning format

Online Virtual Classroom via Microsoft Teams

Course date/duration

Friday, 21st May, 2021 – 12 noon to 2pm

Tuesday, 25th May, 2021 – 2pm to 4pm

What do you get?

PDF of workshop slides

Certificate of Attendance



Course overview

LinkedIn is the most popular professional social media platform. With over 50 million companies and over 720 million individuals using the platform worldwide, more and more businesses are utilising LinkedIn to network, connect and sell.

Users with 'All Star' Profiles:

- Are 40 times more likely to receive opportunities through LinkedIn
- Rank higher in search results

In this introductory two-hour workshop, we will look at how to get started on LinkedIn, including an overview of the platform, how your personal networking can provide benefits for your business. We will then take a step-by-step look at how to optimise your LinkedIn Personal Profile with the aim of achieving LinkedIn 'All-Star' status. We will finish the workshop with tips on how to start finding and building your LinkedIn Connections.

*This workshop is a precursor to **LinkedIn for Business – Part 2: Building Engagement & Advanced Tactics**, which focuses on Content (what, when and where to post), Tips to Drive Engagement, LinkedIn Publisher & Thought Leadership, Analytics and LinkedIn Best Practices*

Who would this benefit?

- Beginners level LinkedIn users, who do not have a complete Personal Profile and who are looking to get started on the platform
- Small business owners, marketing assistants/executives responsible for social media

Objectives

By the end of this workshop, participants will:

- Understand how to set up and optimise their LinkedIn Personal Profile to achieve LinkedIn 'All-Star' status
- Understand how a personal profile supports a business/organisation
- Understand the benefits of using LinkedIn for business
- Understand how to begin finding and building LinkedIn Connections

The workshop will be run by Wendy Wyss, a Marketing & Social Media Consultant who has over 15 years' experience in marketing and is professionally trained in social media management.

All workshops are delivered using a hands-on, step-by-step approach with practical tips and appropriate examples to bring the learning to life.

Content

- Introduction to LinkedIn
- The Benefits of LinkedIn for Business
- Optimising your LinkedIn Personal Profile to achieve 'All-Star' status
- Finding & Building LinkedIn Connections

Price

The price of this course is £90 per person + VAT

To book your place please complete the on-line form