

LinkedIn for Business Part 2: Building Engagement & Advanced Tactics

Learning format

Online Workshop via Microsoft Teams

Course date/duration

2 hours

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.

This Part 2 workshop will focus on content including what, how and when to post on LinkedIn as well as reviewing how the LinkedIn algorithm works providing hints and tips to drive your social media engagement on the platform. Using the concept of “Thought Leadership” I will show you how to establish yourself as an expert on LinkedIn and how to use LinkedIn Publisher and finish the session with some best practice checklists for using LinkedIn.

Who would this benefit?

- LinkedIn users who already have a complete personal profile, ideally at ‘All-Star’ strength (see LinkedIn for Business Part 1), looking to build their engagement on the platform
- Small business owners, marketing assistants/executives responsible for social media within their organisation

Objectives

By the end of this workshop, participants will:

- Know the different types of content that can be posted on LinkedIn and develop ideas on what to post
- Know how and when to post on LinkedIn
- Understand how the LinkedIn algorithm works, and how to increase engagement
- Develop the concept of thought leadership and establishing yourself as an expert on the LinkedIn platform

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

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| • ‘All-Star’ Profile Strength Recap | • The LinkedIn Algorithm |
| • LinkedIn Content – What and How to Post | • Tips to Encourage Engagement |
| • LinkedIn Content – When to Post | • Thought Leadership & LinkedIn Publisher |
| | • LinkedIn Best Practice Checklists |

Price

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

To book your place please complete the on-line form on the training directory.