

# Course Outline | LinkedIn for Employees Advanced

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1 day(s)

## 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.

## Course Outline

### 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

### 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
- Adding Connections
- Importing Contacts
- Profile Organiser
- Introductions
- Finding the right connections
- Building Client Base
- Understanding how to protect your Client Lists

### Groups

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- Creating a Groups
- Using Groups
- Targeting Groups

## Following

- Influencers
- Following from Groups

## Jobs – For Hr Departments

- How users Find Jobs
- Posting Jobs
- Finding Talent
- Talent Solutions

## Companies

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