

# Course Outline | LinkedIn for Employees Indepths

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2 day(s)

## Overview

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. Follow corporate guidelines to maximise consistency.

## Prerequisites

To have a basic computing knowledge. LinkedIn account should already exist.

## 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

### Your Profile

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

### Recommendations

- Managing Recommendations
- Giving Recommendations
- Asking for Recommendations

### Connections

- Degrees of Connections
- Filtering Connections
- Introductions
- Finding the right connections

### Companies

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

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