

# Course Outline | LinkedIn for Employees Introduction

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0.5 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. Unlock the Corporate Marketing Opportunities on LinkedIn Follow corporate guidelines to maximise consistency.

## Prerequisites

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

### 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
- Introductions
- Finding the right connections
- Building Client Base
- Understanding how to protect your Client Lists

### Companies

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