



## **LinkedIn for Business**

Trainer: Joanna Michaels – Beyond Social Buzz

Learn how to build a compelling LinkedIn profile, boost your personal brand, increase credibility and expand your professional network at this hands-on workshop.

In today's world online visibility became a necessity and in this new reality, your potential client or a business partner spends a substantial amount of time researching you, your experience and your company long before they reach out via email or telephone.

Hence if you are in business LinkedIn is the key social media platform for building a solid personal brand and expanding your professional network to maximise business opportunities.

Join a social media expert Joanna Michaels for a hands-on, practical workshop and supercharge your LinkedIn profile.

### **Who's it for?**

Business owners, entrepreneurs, freelancers and professionals. Prior to the session:

Attendees should create a LinkedIn profile and double check their login details for the platform. They will need their laptop with them during the session.

### **Course content**

You will learn:

- How to create a standout profile that gets you noticed and attracts opportunities: You will learn the elements of crafting a compelling LinkedIn profile, including career summary and history, using relevant keywords to maximise your visibility on the platform
- How to expand your network and make connections effectively: You will learn best ways for growing and maintaining your professional network to build relevant business contacts and collaborations
- How to position yourself as an expert on LinkedIn: You will learn how to maintain your presence on the platform, join relevant industry groups and secure strong recommendation

### **Outcomes**

1. Learn how to optimise your LinkedIn profile to boost your visibility on the platform
2. Use 'LinkedIn Search' to grow a relevant, professional network to expand your career opportunities
3. Learn how to extend your reach and enhance your personal brand