

Social Media LinkedIn



Information
Technology

LinkedIn is currently growing at the staggering rate of one new user per second. It is transforming the way companies do business globally and its importance is growing by the day with over 10 million business users registered within the United Kingdom alone. Everyone on LinkedIn is a business owner or works within a business meaning that LinkedIn is a powerful up-to-date database of businesses within the UK. It's just like off-line networking and is all about building connections that can help you develop your business.

Objectives

You will learn how to set up your profile and then use the various different tools available on the LinkedIn platform to effectively market, promote and develop your business.

Duration

½ day

Topics

- Setting up an effective profile
- How to search for contacts
- Look at how to join the right groups
- How to search LinkedIn for potential people to collaborate with or receive expert insights
- Hear case studies of successful use of LinkedIn

Who should attend:

Those new to LinkedIn or just keen to learn about LinkedIn and how it can help to develop and grow your business. Anyone who is sceptical about using LinkedIn as a business development tool or unsure how to make LinkedIn perform effectively for your business.

Follow-up

Twitter - Developing a following - 1 day

Blogging - Talking to your market - 1 day

Facebook - Building an effective page - 1 day

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