

**This course will bring you up to speed in using LinkedIn in a business environment. You'll learn how to get the most out of the platform, helping you capitalise on the millions of professional contacts within arm's reach.**

## course outline

### IS THIS COURSE FOR YOU?

This course has been designed for those who wish to learn how to use LinkedIn to promote their business or personal profile.

Particularly suitable for PAs, EAs, Office Managers, Marketing Assistants, Business Development Managers, entrepreneurs, and those involved in PR, event management, and promotion.

### ABOUT THE COURSE

This course will bring you up to speed in using LinkedIn in a business context, whether as an individual or as a company.

The course takes you through setting up your LinkedIn profile and guides you through how to get the most out of the platform, helping you capitalise on the millions of contacts within arm's reach.

### AIMS AND OBJECTIVES

A powerful online marketing platform that's growing more each day, LinkedIn can open doors to new contacts, new information, and new opportunities.

We'll share many 'tricks of the trade' that will help you get the most out of this social media platform.

### PRE-REQUISITES

None

### CAREER PATH

If you complete training in specific social media platforms, such as LinkedIn, you could be working towards positions such as Social Media Assistant, Social Media Specialist, Marketing Coordinator, or Events Manager.

### COURSE CONTENT

**Module 1** - LinkedIn Basics – What and Why?

**Module 2** - Creating an Individual Profile

**Module 3** - Using LinkedIn as an Individual

**Module 4** - Company Profile, Measuring Success, and Best Practices

You'll learn how to:

- Set up your personal profile with key information
- Choose the most appropriate LinkedIn account
- Use keywords so your skills / services get noticed
- Know LinkedIn etiquette / best practices
- Research with targeted keyword searches
- Set up a company profile and learn how to use it
- Interact in groups and gain business intelligence
- Publish content on LinkedIn
- Use LinkedIn advertising to promote key posts
- Measure your activity to evaluate success

### COURSE DURATION

11 hours. This will vary from individual to individual based on prior knowledge and ability.



### CPD POINTS: 11

CPD points awarded upon successful completion.

