

course outline

If you're looking to maximise your reach and extend your network while searching for a new role, this course will provide valuable guidance on making sure you're using LinkedIn to its fullest.

IS THIS COURSE FOR YOU?

This course is ideal for anyone seeking to expand their contact network and build relationships with potential employers using LinkedIn.

ABOUT THE COURSE

As competition for jobs has been increasing, so too has the pressure on employers to make sure they select the right candidate. To aid in the interview process, more and more employers are turning their attention to researching prospective employees by looking at their social media activity to see what sort of online personal brand they present.

LinkedIn is an online networking site specifically aimed at professional business networking and helping you make contacts. The course will give you valuable advice and guidance on making sure you're using LinkedIn to its fullest. You'll look at setting up or updating your personal profile, the importance of keywords within your profile, how to find, connect, and engage with connections, how to find relevant groups, and how to find information on job opportunities.

AIMS AND OBJECTIVES

This course is designed to help you achieve your goal of using LinkedIn to assist in your professional network, job search, and job application process. 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

This course isn't linked to any career in particular. Instead, it is designed to help you build your network and find a rewarding career leveraging the power of this business networking platform. In the 21st century, your LinkedIn profile is your calling card!

COURSE CONTENT

Module 1 - Your Personal Brand & LinkedIn Basics

Module 2 - Creating an Individual Profile

Module 3 - Using LinkedIn to Find a Job

COURSE DURATION

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



CPD POINTS: 7

CPD points awarded upon successful completion.