Explore the Power of
LinkedIn:

Welcome to the course!

Over 90% LinkedIn do not understand how LinkedIn works. They create profiles without a strategy and often do not get any benefit of this amazing networking platform.

Objective of this course is to create awareness about the potential of LinkedIn.

The course will be based on 4 pillars:

- The conceptual correctness about LinkedIn.
- 10 Major mistakes a common LinkedIn user must avoid.
- The importance of targeted content creation.
- Tools for Networking

10PEARLS
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Module 1

Introduction to Linkedin

- Lecture 1 – Explore the power of LinkedIn

Module 2

Explore the LinkedIn Ecosystem

- Lecture 1 – Conceptual correctness

Module 3

11 Major Mistakes

- Lecture 1 – Major Mistakes to avoid

Module 4

Content is King

- Lecture 1 – Content Creation

Module 5

Introduction to Different Tools for Networking

- Lecture 1 – Networking Tools Introduction to Different Tools for Networking

Module 6

Practical Tools

- Lecture 1 – Job Search & Events
- Lecture 2 – Profile Search and Use of Analytics
- Lecture 3 – Groups and Creator tools

Module 7

LinkedIn - Conclusion