The LinkedIn Advantage - Digital Jersey

09:30 - 15:30 | 16/09/2024 | Digital Jersey Hub, Ground Floor, Forum 4, Block 3, Grenville St, JE2 4UF

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The LinkedIn Advantage - Your Employees, Your Business Multiplied

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LinkedIn is an essential tool to communicate with your stakeholders. Learn how important it is compared to other social media avenues, how to optimise your LinkedIn profile, and how to build your network.

Laptops are not necessary for this course but may be useful if you wish to bring one to take notes.

Key Features:

- Why is LinkedIn important for Business
- Personal Profiles vs Company Profiles
- The key Principles of Social Selling (SSI)

- Creating and Optimising your LI Profile
- Building your Network
- Posting Guidelines