

Course Title: **LinkedIn for Business:**
How to Get Set Up, Get Found & Get Business

- Description:** **Beginners/Intermediates** – Many people have a LinkedIn profile set up but few have it set up and optimised correctly to attract business.
- Objective:** On completion of this workshop attendees will understand exactly how LinkedIn works, they will have a profile that is set up and optimised correctly so that businesses looking for their type of business can find them. Attendees will also understand LinkedIn's connecting etiquette and how to find and connect with the right people.
- Pre-requisites:** You must already have your LinkedIn page/account set up prior to the course. Bring your login and password details
- Duration:** Half Day Day (Afternoon)

This Workshop will cover:

- How to Set Up A Professional LinkedIn Profile That Helps Promote You As Well As Getting Your Business Found By The Right People
- LinkedIn's Connection Etiquette
- How to Share Updates & Publish Posts
- What to Post
- The Real Value of Endorsements, Skills & Recommendations
- The Difference Between Free & Premium
- How to Find The Right Connections
- How to Use The Advanced Search Feature
- How to Use Groups
- How to Automate Your Posts
- Introduction to Business Pages & Showcase Pages Basic LinkedIn Strategy