

SAMPLE LinkedIn Training Topics

Optimising your presence on LinkedIn

In this session we will learn about LinkedIn as a social media platform; the difference between company pages and personal profiles. The power of LinkedIn lies in the use of personal profiles; employees often have social networks that are 10 times larger than a corporate brand and research indicates that brand messages are re-shared 24 times more frequently when distributed by employees vs the brand. To be effective, this means that personal profiles need to be complete (we call this 'All Star') – this will help individuals get found in search and to get profile views... in turn leading to opportunities to network and engage in conversations. Top tips in this session include understanding the different account types on LinkedIn, knowing what information you are sharing and with whom, plus key features that can vary between the desktop and mobile app. You will receive a checklist of everything you need to update to complete your profile.

- Introduction
- LinkedIn Company Page Vs Personal Profiles
- LinkedIn Account Types
- LinkedIn Privacy Settings
- The requirements for an All Star LinkedIn profile
- Desktop Vs Mobile App

Building your network of connections

LinkedIn can be seen as the 21st century replacement of the business card book/Rolodex, plus it stays up-to-date when people change jobs. In this session we will understand how networking on LinkedIn works, some top tips for building a network of valuable and relevant connections. There's only one chance to make a first impression so top tips in this session include best practices and etiquette for managing the connection/invitation process.

- Following Vs Connecting / Levels of Connection
- How to unfollow and remove connections
- How to send invitations
- How to manage invitations
- How to search for new contacts

Gathering insights and finding conversation triggers

LinkedIn is an incredibly valuable tool – effectively a database of millions of companies and individuals across the globe. In this session, we will learn how to use LinkedIn to gather insights, about individuals and organisations – including competitors – and also the best way to respond to this information. I call this 'conversation triggers' – finding the notifications, posts and conversations that you can get involved with to start a discussion. Putting the 'social' into 'social media'!

- How to use LinkedIn for competitor research
- How to find opportunities to start 121 conversations

LinkedIn content best practice

So, you have a great looking LinkedIn profile that people are discovering and viewing. You're effectively building your network. Now what? It's time to stay visible, share information that positions you as the go-to-person, the thought leader, the expert in your field. How do we do this – by posting and sharing content. In this session you will learn about the different types of content on LinkedIn, how to share content from others and how to create your own content. You will also understand how to measure the success of the content you share on LinkedIn – and again how content can be a conversation trigger to facilitate business development opportunities.

- Types of content on LinkedIn (short posts, articles, videos, newsletters)
- What to share – your own content, and others content
- How to write a great LinkedIn post

How to measure success and manage your time on LinkedIn

In this part of the training, you will learn how to use your personal LinkedIn dashboard to understand the impact of your activity. A key benefit of LinkedIn, over other social media platforms, is that it's a slower pace so you don't need to spend as much time as you might think to stay visible and find opportunities. You will take away top tips for staying focused, managing your time and an easy-to-follow checklist.

- How to use the LinkedIn dashboard to measure your success
- How to manage your LinkedIn presence in 10 minutes a day

Why learn with Luan Wise?

Luan Wise is a chartered marketer and fellow of the Chartered Institute of Marketing (FCIM) with more than 20 years' experience in agency, client-side, and consultancy roles.

I have worked across a variety of industry sectors including office supplies, postal services, manufacturing, recruitment, higher education, and professional services – for household names, award-winning institutions, and small but perfectly formed local businesses. I combine consultancy work with training and speaking at events on behalf of university business schools, professional bodies, and organisations within both the public and private sector.

A specialist in social media, I was first recognised by LinkedIn as part of their International Women's Day campaign in 2015. A year later I was signed as a course instructor for LinkedIn's online learning platform, and I continue to create online courses for them. I am also an accredited lead trainer for Facebook and Instagram, a coach for Google's Digital Garage initiative, and author of the award-winning book ['Relax! It's Only Social Media'](#).

For further insights and testimonials visit my website, www.luanwise.co.uk or follow me on social media: [linkedin.com/in/luanwise](https://www.linkedin.com/in/luanwise) | twitter.com/luanwise | [instagram.com/luanwise](https://www.instagram.com/luanwise) | [facebook.com/luanwise](https://www.facebook.com/luanwise)