



LinkedIn for Jobseekers

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Objectives

When you completed the LinkedIn for Jobseekers course you will have understood your personal brand and you will have represented your personal brand in an optimised, complete LinkedIn profile. You will understand how to expand your network and build relationships with potential employers. You will be able to expand visibility through status updates and participating in group discussions. You will investigate the dedicated jobs section of LinkedIn.

Object 1

- Finding a job
- Understanding your personal brand
- What is LinkedIn?
- LinkedIn on desktop and mobile
- Creating your personal brand

Object 2

- Joining LinkedIn
- Keywords for LinkedIn Profiles
- Completing an Individual Profile
 - Headline and Picture
 - Experience
 - Contact Information
 - Optional sections
 - Featured Section
 - Skills
 - Accomplishments
- Profile Security

Object 3

- Who to connect with
- Finding contacts
- Engaging with contacts
- Deciding who can see your connections
- Status Updates
- Using Groups
- Using LinkedIn for research
- Who can see when you look at their profile
- Using the Jobs section of LinkedIn
- Finding a job
- Types of LinkedIn account
- Searching on LinkedIn
- Managing Notifications
- Recommendations
- Messenger
- Featured Section

Summary

Duration: Materials access for 12 months

Price: £30 + VAT

Prerequisites: Broadband

Buy LinkedIn for Jobseekers Course



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