



# Skillsbootcamp

## 13th April 2022

### 8:30 AM Build your LinkedIn profile

#### Summary:

Social Media has become the new word-of-mouth and is fast replacing the traditional means of communication from previous years. LinkedIn is one of the platforms that can be most useful to a leader, with 740 million global users and 30 million in the UK ( Kinsta.com, 2021) It can be a great source of advertising, showcasing yourself as a leader worth working for and your business to potential recruits and customers.

The LinkedIn training course teaches you how to build a profile, how often to post, what to post and how to accept and reject invites.

#### Key learning

- Understand the interface and settings
- Build your profile for maximum views
- How to post, when to post and what to post
- Understanding LinkedIn groups
- Building your LinkedIn connections

#### It would suit

Suit anyone who knows they need to update their LinkedIn, especially useful for sales, recruitment and senior leaders.

### 10:30 AM Building your business through social media

#### Summary:

We all use social media but are we using it effectively? Research tells us that only 30% of LinkedIn, Instagram & Twitter users are raising their profile & gaining sales. This practical session will transform your social media activities, build your contacts and transform your sales strategy.

#### Key learning :

- What are the different platforms and when to use them?
- Building your profile statement to get noticed;
- When to accept followers, when not to;
- How to build a network;
- The top ten best tips we have found from reading 100's of articles and attending sessions.

#### It would suit:

Anyone wishing to improve their personal or brand profile, wanting to understand social media without all the jargon, a common sense approach. Leaders, entrepreneurs, budding/would be entrepreneurs, recruiters, sales professionals.

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