

Overview

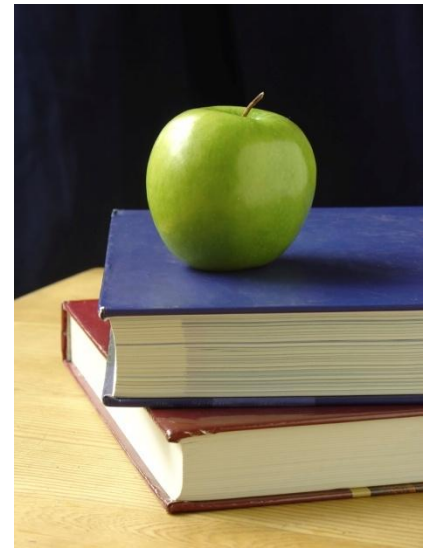
The *LinkedIn 101* seminar is designed for new and basic users of the LinkedIn free account who want to learn more about its functionality and everyday uses to grow and maintain a network of key contacts, find decision makers faster and to avoid networking pitfalls. Step-by-step instructions on how to build a compelling profile, navigate LinkedIn's features and begin networking with others are key elements that are covered.

Duration

Each *LinkedIn 101* session lasts approximately 3 hours with one 10-minute break

Major Topics and Takeaways

1. What is LinkedIn? Understanding the site's purpose and spirit
2. Creating and building a profile to maximize branding
3. Growing your network to increase search capacity
4. How to send/receive Invitations, Introductions and InMail
5. Conducting detailed searches and how to produce the best results
6. Composing and receiving recommendations
7. Joining LinkedIn groups and how to leverage them to work for you
8. Gaining and sharing your expertise on LinkedIn Q&A
9. Learning the pros/cons of open networking vs. closed networking
10. LinkedIn Customer Service, ethics and generally accepted behavior
11. Tangible Materials: jump drive containing an extended click-by-click instructional presentation and activity sheets



Format

LinkedIn 101 is delivered in a classroom setting using a presentation, interactive exercises and Q&A.