

LinkedIn Profile Writing Workshop

Do you want to boost your LinkedIn.com profile but have no idea where to start? Keen to promote your skills and experience to future employers but struggle to write about them in an effective manner?

In this workshop, you'll learn quick and easy tactics to help take your LinkedIn profile to new heights. We'll firstly examine what makes a good LinkedIn profile, then we'll learn how to write a strong professional summary and properly populate the various fields required by LinkedIn.

Thereafter, we'll delve into search engine optimization (SEO) basics and explore how we can tailor our profile so that it is more easily found by recruiters. We'll learn about selecting the right profile image and bring our cameras/smartphones to make some basic professional headshots of each other. Lastly, we'll have the opportunity to network with other workshop participants.

Ability Level: Beginner (you preferably have a basic LinkedIn profile setup)

Language: English (you need to have at least a B1 level of English to fully participate). You are of course welcome to fill in your LinkedIn profile using the language of your choice.

Course Duration: One-day workshop (from 10am – 3pm)

Course Outcomes:

1. Understanding LinkedIn as a Career Tool
2. Identifying Goals of Using LinkedIn
3. Researching the Job Market
4. Finding Your Unique Selling Point (USP)
5. Using SEO To Tailor Your Profile
6. Writing a Professional Summary
7. Using Additional Features of LinkedIn
8. Selecting an Effective Headshot
9. Networking with Participants