

N | TRAINING

PROFESSIONAL PROFILE AND LEADERSHIP ON LINKEDIN

DESCRIPTION

In today's digital landscape, leaders across all industries are recognizing the importance of maintaining an active presence on social platforms like LinkedIn. This course is designed to empower you as a leader by providing the tools necessary to engage meaningfully and personally with customers, employees, partners, and other stakeholders. This course will help you establish a strong leadership presence on LinkedIn.

LEARNING OBJECTIVES

- Analyze and enhance participants' LinkedIn profiles for maximum impact.
- Learn best practices for optimizing your LinkedIn profile.
- Develop a content strategy tailored for LinkedIn, focusing on content types, thought leadership, tone, and manner.
- Understand digital governance and the escalation process in professional settings.
- Build and expand your professional network effectively on LinkedIn.
- Explore strategies for business development through social media engagement.

TARGET AUDIENCE

- Employees in communications, human resources or marketing departments
- Leaders and senior executives who want to have a better presence on the platform
- Executive assistants who manage the accounts of executives

DURATION

2 hours, including a personalized practical workshop on writing content for LinkedIn. Following the training, personalized coaching with each executive to implement best practices and optimize their LinkedIn profile. Allow approximately 1 hour to 1.5 hours per profile.