

Personal Branding and LinkedIn Networking

You will need:

- Access to a laptop
- Access to a Canva account (free): www.canva.com
- Social media log-ins for Facebook, Instagram, Twitter, LinkedIn and YouTube (optional)

11 NOVEMBER 2021 – 9am-1pm	
10 mins	<p>WELCOME</p> <ul style="list-style-type: none"> • Meet your trainer and fellow learners • How you hope to put what you learn into practice
30 mins	<p>FACEBOOK</p> <ul style="list-style-type: none"> • What Facebook offers publishers and freelancers • What formats and content perform well? • Building your personal brand on Facebook
10 mins	<p>10 min break</p>
30 mins	<p>INSTAGRAM</p> <ul style="list-style-type: none"> • Posts, Stories, Reels, Shop and more • Creating time-effective Instagram content • Building your personal brand on Instagram
25 mins	<p>TWITTER</p> <ul style="list-style-type: none"> • Twitter’s platform offerings in 2021 – Spaces, Communities, and more • Building your personal brand on Twitter
30 mins	<p>YOUTUBE</p> <ul style="list-style-type: none"> • Beyond the embed link – enhancing your YouTube channel • Community engagement tools on YouTube • Introduction to Creator Studio
10 mins	<p>10 min break</p>
60 mins	<p>PERSONAL BRAND BUILDING</p> <ul style="list-style-type: none"> • Refreshing and refining your brand • Getting the most from each platform for <i>your</i> brand • Brand-building multimedia tools • What should you post, and how often? • Building a personal branding calendar
30 mins	<p>IMPLEMENTATION ACTIVITY</p> <ul style="list-style-type: none"> • Facilitated support for implementing your learning
5 mins	<p>LOOK AHEAD TO TOMORROW</p>

12 NOVEMBER – 9am-1pm

10 mins	WELCOME <ul style="list-style-type: none">• Q&A from Day 1• How you hope to put what you learn about LinkedIn into practice
15 mins	LINKEDIN OVERVIEW <ul style="list-style-type: none">• LinkedIn's evolution – from jobs board to 'Facebook for Business'• Tools and functions - overview
30 mins	REFRESH YOUR PROFILE <ul style="list-style-type: none">• How LinkedIn bios work• Creating a thumb-stopping headline• Writing your 'About' section• Adding profile sections and links• Creating an 'All-Star' profile• ACTIVITY: PROFILE REFRESH
20 mins	SETTINGS <ul style="list-style-type: none">• Reviewing LinkedIn settings• Optimising LinkedIn settings for your business• ACTIVITY: SETTINGS REVIEW
10 mins	10 min break
15 mins	CONNECTION REQUESTS <ul style="list-style-type: none">• How to find and connect with your community of interest• Sending connection requests with a call to action• ACTIVITY: CONNECTION REQUESTS
30 mins	CREATING A COMPANY PAGE <ul style="list-style-type: none">• How to build a company page for your business• Creating assets for your business in Canva• ACTIVITY: COMPANY PAGE BUILDING
20 mins	SEARCH <ul style="list-style-type: none">• Using LinkedIn Search• People, Jobs, Companies, Events, Groups, Courses, Services• Saved searches• ACTIVITY: USING SEARCH TO YOUR ADVANTAGE
10 mins	10 min break
30 mins	MULTIMEDIA TOOLS <ul style="list-style-type: none">• Posts and Articles• Video• Audio• Creator Mode• ACTIVITY: MULTIMEDIA TOOLS REVIEW
25 mins	POSTING LIKE A PRO

	<ul style="list-style-type: none"> • Commenting, sharing, liking, interacting • Demonstrating thought leadership with Pulse • Post SEO • ACTIVITY: Developing a posting calendar
15 mins	<p>UPCOMING FEATURES</p> <ul style="list-style-type: none"> • What's next for LinkedIn • Staying up to date with LinkedIn News • ACTIVITY: Joining LinkedIn Groups
10 mins	<p>COURSE WRAP-UP</p> <ul style="list-style-type: none"> • Q&A and close