

LinkedIn

Overview

Grow your business using the power of social media. LinkedIn is the professional platform out of all the social media platforms. Whether you are a small or large business, LinkedIn can help grow your business through connections and groups. It is an excellent way of marketing your brand across to those seeking a job with you or to promote your business to others.

Content

- Create a personal LinkedIn profile.
- Find connections with those who you have worked with or would like to.
- Understand each part of your LinkedIn Page: Working History, Recommendations, Awards and Achievements, Skills, Groups to connect with.
- Understand how to add content and also news/blog posts.
- Create a Business Page including the content required.
- Share your business page and content across to other social media platforms.