

Sales & Marketing

Using LinkedIn to promote and build your 'Personal Brand'

Course Details

Price

£155.00

CPD Points

1.50

Length

1.5 hours (12:00–13:30)

Course Overview

This 1.5 hour course will introduce delegates to using LinkedIn to promote and raise their personal professional profile.

Content

The session will give delegates the knowledge and tools to get started or improve their existing LinkedIn page, and will cover the following:

- Why use LinkedIn?
- Settings and privacy
- How to create an all-star profile

- Curating a relevant feed
- The importance of engagement
- Content idea, best practice & functionalities
- Understanding the algorithm

Benefits

LinkedIn is the number one social media channel for B2B marketing and networking, with over 29 million UK users.

Building your personal brand on LinkedIn allows you to connect with other professionals in your industry, expand your network and increase your visibility.

Delegates will leave armed with a strategic understanding of LinkedIn, ideas to put into practice straight away and feeling more confident in your social media skills.

Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via admin@gta.gg or call us on 01481 224570.

If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

Course Tutor

Krista Osborne

Account Manager – Social Media and Digital Content at Black Vanilla Krista manages social media for a wide variety of clients across sectors, from corporate organisations to charities and non-profits. Her expertise lies in social media strategy and management, and she has a strong track record of delivering engaging content that performs. She also oversees digital content production, including podcasting and short-form video, and regularly collaborates with other creatives to ensure clients receive fresh, effective campaigns. Krista delivers social media training and has developed a tailored strategy training service specifically for start-ups and new businesses.

She has experience working across a range of platforms and has played a key role in the event management of some of Guernsey's biggest events.