LNKN-1 - Linkedin StartUp - create a working online presentation (1st level)

Linkedin - Linkedin - Content Strategy

Durata:	Lingue:	Certificazione:
1 Giorno	**Italiano**	**-**

Descrizione del corso

Today we are all evaluated for our online presence (or absence). Having a website or a Linkedin profile is not enough to attract contacts and customers, it is necessary that our presence is authoritative, credible and in some way make the difference compared to the thousands/millions of profiles present on this "professional network".

Programma

During this course:

- You will learn to build an effective and well optimized profile to enhance your experience and competence;
- You will understand how to have a perfect profile picture (and what you don’t have to do);
- We will build a protocol of procedures to learn how to effectively publish and share our content on Linkedin, increasing your visibility and authority;
- You will learn how to build effective content to publish and share to build and maintain a quality network of contacts;
- You will learn how to select contacts and best practices to ensure an effective online presence;
- You will learn to recognize mistakes to avoid on Linkedin;
- We will create a protocol to organize the time to spend on Linkedin

during the week and be effective and efficient;

- You will understand the difference between the company page, the showcase page and the profile;
- You will understand the difference between free and premium profile and which one to choose.

The course has both a theoretical and experiential formula; both individual and group practical exercises are carried out.

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