

LinkedIn Training – Summary of Topics

Beginners Intermediate Advanced

	Beginners	Intermediate	Advanced
Understanding what networking is	✓	✓	
Why do we network?	✓	✓	
Matching LinkedIn with networking	✓	✓	✓
Understanding its functions	✓		
Communication Channels	✓		
Skills and traits of good networkers	✓		
Why LinkedIn?	✓		
Building your profile	✓		
Be in control with settings	✓		
Who should you link in with and how?	✓	✓	
Etiquette and Manners	✓	✓	
Levels One and Two		✓	
Status updates		✓	
Advanced profile building		✓	✓
Bull's-eye searching		✓	✓
Joining Groups		✓	✓
Recommendations			✓
Advanced Search			✓
Managing Groups			✓
Companies			✓
Google/Boolean/ShortKeys			✓
Profile URLs			✓
LinkedIn Signatures			✓
Outlook and Browsers			✓
Questions and Answers			✓
Polls			✓
Events			✓
Inbox Searching			✓
Premium Accounts			✓

Beginners - this workshop is for people who have decided to join LinkedIn but know nothing about it or for those who are registered and have hardly started using it.

Intermediate – for people, who are registered, accept invitations, rarely use it and feel they need to understand all the main features.

Advanced - this session is for people who use the basic functions but feel they need to get into the 'nooks and crannies' of LinkedIn.