

Sales & Marketing

# Using LinkedIn to promote and build your 'Personal Brand'

## Course Details

### Price

£110.00

### 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.

## Course 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
- The LinkedIn algorithm – how it works in 2024

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- How to create a five-star profile
- Connections and followers
- How to support your colleagues' posts - like, comment, share
- Best practice for posting your own content
- Tips, tricks and trends for 2024

## 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](mailto: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

### Nichole Culverwell

Nichole manages Black Vanilla and leads all client services at the agency. She has worked in the public relations industry for over 30 years and helps senior management teams to deliver reputation management strategies, PR campaigns, crisis management and internal

communications projects. Nichole is a Fellow and Chartered CIPR practitioner, the highest accreditation in professional public relations practice. She also has a CIPR Specialist Diploma in Crisis Communications and the IoD Diploma in Company Direction.

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