

Visibility Accelerator – Up-Leveling Your LinkedIn Profile

This 6 week program is designed to help our Six Saber Community up-level their use of LinkedIn, enhance their profile, better leverage their use of LinkedIn, increase their visibility, and grow their network. During this program, you'll learn:

- What to do to create a highly professional LinkedIn Profile
- Strategies and techniques to grow your network with like-minded individuals
- Ways to establish credibility in your chosen profession
- More about LinkedIn tools

A series of 6 x 1-hour virtual sessions delivered weekly. All sessions will be recorded and available for participant access) or up to 1 month after the end of the program.

Program Outline

Week 1: LinkedIn Foundations – Brief Review (account choice, account & privacy settings, home page, and profile page,

Week 2: About Section Introduction & Header, Featured, Experience, Education, Licenses & Certifications, Volunteer Experience, Skills, Endorsements & Recommendations, Accomplishments, Interests)

Week 3: Connecting with Others (Staying connected, growing your network, sharing your network, protecting your network)

Week 4: Increasing your visibility (Liking/commenting, make your own posts, writing articles, going live, optimizing opportunities for being seen)

Week 5: Up levelling your use of LinkedIn (Navigating LinkedIn profiles as an employee, Using LinkedIn to find a new job, search features)

Week 6: Extras based on participant objectives (i.e. Activities, Posts, Growing Your Network, Best practices & Etiquette, LinkedIn company page, Maximizing group memberships, Hosting Events) and guidelines and processes for profile maintenance.

BONUS 30-minute Call with the Trainer: Each participant can schedule a private 30-minute for a profile review or to ask any support questions that pertain to their specific situation.

What to Expect in a Coaching Session

Sessions are designed to be interactive and hands-on so you implement as you learn the material. This format helps you overcome any immediate challenges that may prevent you from taking action between sessions. Questions and feedback are encouraged. Time is set aside for discussions that will benefit all participants.

Your LinkedIn Coach

Anita Belitz Krasniqi has been helping individuals master technology to achieve their personal and professional goals for more than two decades.