

LinkedIn Branding Workshop Agenda

10

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Introduction

- Our Story
- What we Do
- Why you should Trust us

2

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Quick Survey

- Raise your hand if you currently post on LinkedIn.
- If you post on LinkedIn, why?

20

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Profile Page

- Header
- About
- Featured
- Experience
- Education
- Licenses & Certifications
- Volunteer
- Recommendations
- Honors & Awards

20

Min

Content

- Why should you post?
- The 4 Archetypes
- Images
- Engagement Hacks

5

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LinkedIn Growth Hacking

- Comments & Reactions
- Weekly Connection Requests
- Invite Credits
- Easy Apply
- Tools

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Wrap Up

- Survey
- Conclude