

Embracing LinkedIn – Make your profile work for you

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With our pre-COVID lives in the rear-view mirror, social media is integral to your professional success, and LinkedIn is growing in popularity as the place to connect, share and raise your profile with colleagues, referrers and prospective clients.

But is your LinkedIn profile working for you? Is it complete? Has it been a while since you last updated it? If you're concerned your LinkedIn profile is pretty basic, that might be the reason you aren't getting traction. What can you do to stand out from the crowd? Attend this 1 hour session to learn how to make the most of this opportunity.

Our expert will break down LinkedIn's singular features with a quick demo showing you the technical aspects of how to edit your profile. Then we will take you on a tour of effective profiles, and point out what they have done well to inspire you with ideas about updating your own.

Novice LinkedIn users will get the most value from this session.

Speakers:

Sandra Bekhor

Joan Rataic-Lang