



Website Report on Workshop on “LinkedIn to Succeed”

Title	Workshop on “LinkedIn to Succeed” for the students of MBA & BBA
Date	August 26, 2017
Resource Person/Facilitator	Dr. Bhavleen Rekhi, Digital Marketing Trainer & Faculty
Summary	<p>With over 500 million people on LinkedIn and most of them in professional positions, RDIAS students need to learn what LinkedIn is and how to leverage the power of LI in their future. This workshop designed for students as beginners to LinkedIn made them learn the process of signing up a profile, and how to use it to effectively network for internships and other career related information and leads.</p> <p>Dr. Bhavleen Rekhi, the speaker for the workshop, conducted individual exercises, shared practical tips, information and examples for students to use LinkedIn for personal branding, establishing networks and growing these over time. Madam explained the steps involved in creating LinkedIn profile from choosing professional photograph and background to writing heading and summary. Further, students were taught the difference between operational aspects of LinkedIn and other social media channels. ‘Making Connections’ was the highlighted point in this workshop where Dr. Rekhi answered common questions such as who should you connect with and how to write connection request. Stress was also laid on optimizing the profile for maximum visibility by recruiters and advanced features such as LinkedIn Publications and LinkedIn Pulse contributes to this a lot. Towards the end, madam suggested students to request recommendation for their profile from their faculty members and project mentors both in college and industry. Students gained interesting tips and with exercises conducted to make them prepare content for their profile, they will be able to build their online presence effective on LinkedIn.</p>