

Customized LinkedIn Training Course

Training Duration : 2 Days Course (16 Hours)

The main goal for this training course is to enhance and optimize your company's corporate LinkedIn account, as well as refine employees' personal LinkedIn profiles to make them more professional:

- 1) What type of content is suitable for posting on a corporate account?
- 2) How should posts be written in terms of style and length?
- 3) How to position and present the company's services and brand on the account?
- 4) How frequently should personal accounts be updated?
- 5) What type of content should employees post?
- 6) How to polish personal profiles effectively?

The ultimate goal is to strengthen your company's professional image and leverage LinkedIn to connect with the right companies and industry professionals.

We will also be customizing the course to relate to your industry (Finance / Taxation) to the best of our ability.