



# LINKEDIN

## FUNDAMENTALS

**SOCIAL MEDIA TRAINING**

LET US SHOW YOU HOW



# COURSE LINKEDIN TRAINING

Irene, Pretoria | 8h30 - 11h00 | R1800

## WHAT IS THIS COURSE ABOUT?

LinkedIn isn't all that difficult to use but applying LinkedIn best practice will ensure that your efforts are not wasted. We will walk you through the setup and optimisation of your personal and business page so that all of your information is up to date, relevant and ultimately does its job.

Once your page is ready we will discuss the best ways to engage with other LinkedIn users and to grow your page followers. Our advice includes what and when to post and how to respond and interact. The course will end with training on LinkedIn paid advertising where you will learn how to boost your marketing efforts and reach people outside of your follower circle.

Our training sessions are informal and the course outline is often shaped by the knowledge level of the group. Come armed with questions and we'll answer them!

## COURSE OUTCOMES INCLUDE BUT NOT LIMITED TO:

- Creating a personal LinkedIn profile and a LinkedIn business page
- Learning to manage your LinkedIn Company Page and LinkedIn Analytics
- Learning to manage LinkedIn paid advertising
- Understanding Showcase Pages
- Understanding LinkedIn Groups
- Identifying strategies for success and best practice

## WHO SHOULD ATTEND?

Every single professional should have a LinkedIn profile and know how to use LinkedIn properly. Businesses, especially those in the business-to-business sector, should have a LinkedIn Company Page.

That said, this is a beginner course that can be attended and enjoyed by all. The course will be especially beneficial to those wishing to market their company and business services on the LinkedIn platform.



## WHAT ELSE IS INCLUDED?

Course material, coffee and refreshments are included.

### WHAT TO BRING?

Please bring your laptop along so that you can join in on the practical session.

Have the login details for your LinkedIn account on hand too, if you already have a profile set up.

## WHO ARE THE TRAINERS?

Our trainers are skilled and experienced social media practitioners at Starbright who work on client accounts on a daily basis and take social media very seriously. Due to their vast experience in advertising for multiple industries, our trainers are able to advise you on what strategy is best for your type of business and its unique products and services.

**Book today by visiting [www.starbright.co.za](http://www.starbright.co.za) or call us on 012 004 0080.**

## WHAT ARE THE TERMS AND CONDITIONS?

- Once you have booked your place, your invoice will be emailed to you and your booking will be secured after the payment has been made.
- Payments must be made one week prior to the course date.
- No course booking will be confirmed without proof of payment prior to the course date.
- Starbright reserves the right to cancel or postpone any courses without prior notice should there not be the desired amount of course attendees.
- Should the course be cancelled by Starbright, or moved to a date that does not suit you, you will be refunded in full.
- Cancellations must be made one week prior to the course date.
- Upon cancellation you will be refunded 50% of the total course cost
- Cancellations made after the cancellation date will not be refunded.
- Should the delegate not arrive for the course, fees will be forfeited.
- Should the delegate not be able to make the course, a substitute delegate may take his/her place.

