

# Course : Developing your communication strategy on LinkedIn

*Practical course - 1d - 7h00 - Ref. LVI*

*Price : 890 CHF E.T.*

★★★★☆ 4,4 / 5

LinkedIn is the most influential professional network. Developing your presence on LinkedIn means knowing how to adapt your communication to specific recruitment, prospecting and brand awareness objectives. This training session will provide an overview of the main uses and useful features.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Optimize the content of your profile, company page or newsgroup
- ✓ Discover advanced functions
- ✓ Optimize searches and manage contacts
- ✓ Mastering uses to make yourself visible

## Intended audience

Communication and Marketing Managers, HR Managers, Community Managers or anyone in charge of a profile or page.

## Prerequisites

No special knowledge required.

## Practical details

### Exercise

Practical exercises and role-playing, exchanges between participants, sharing of experiences.

## Course schedule

### PARTICIPANTS

Communication and Marketing Managers, HR Managers, Community Managers or anyone in charge of a profile or page.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Why use LinkedIn?

- Who are the users and what motivates them?
- What are the differences between professional networks and other types of social networking?
- Questions to ask yourself before getting started on LinkedIn.

### Exercise

Define objectives, targets, editorial positioning and implementation constraints.

## 2 Create your profile and make yourself visible

- Manage privacy settings.
- Optimize the presentation of your profile by adding rich content.
- Enhance your skills to make yourself visible.
- Adopt best practices to stand out from the crowd: interactions, status, recommendations.
- Content marketing on LinkedIn: Trending content, Pulse, Publisher, LinkedIn Elevate.

### Demonstration

Optimize the content of your profiles. Discover the Publisher function for writing articles.

## 3 Reaching out to your audience and targets

- Know how to prospect and find useful contacts.
- Learn about best practices in matchmaking.
- Use discussion groups.
- Organize your portfolio of contacts and prospects.
- Promote your publications on LinkedIn: Ads and Sponsored posts.
- Discover paid recruitment solutions.

### Hands-on work

Use profile search filters, organize your contact portfolio, identify useful groups. Discover the modules for creating paid campaigns.

## 4 Company pages and newsgroups

- Create or enhance a company page.
- Create a showcase page on LinkedIn.
- Understanding your company page statistics: LinkedIn Content marketing score.
- Create and manage a newsgroup: creation, charter, moderation rules.

### Hands-on work

Creating and improving Pages and Showcase Pages, discovering statistics. Setting up a charter for your newsgroup.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 22 May, 5 Oct., 9 Dec.