Course : LinkedIn: professional expertise

Optimize your communication strategy on LinkedIn
Practical course - 2d - 14h00 - Ref. LVJ
Price : 1540 CHF E.T.

★★★★★   **5 / 5**

This training course is designed for all professionals who need to increase their visibility and that of their business on LinkedIn, and who wish to develop their sales prospecting or recruitment through LinkedIn.

Teaching objectives

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

- ✓ Understanding the professional uses of LinkedIn
- ✓ Define an effective communication and prospecting or recruitment strategy based on your objectives
- ✓ Optimize your profile and develop your personal brand
- ✓ Master advanced prospecting, recruitment and monitoring functions with LinkedIn, X (formerly Twitter) and Google
- ✓ Writing for LinkedIn and creating visual content to increase your visibility

Intended audience
All sales, marketing/communication and HR staff with a LinkedIn account.

Prerequisites
Knowledge of the basic functions of the main social networks.

Practical details

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

Teaching methods
Audiovisual aids, documentation and course support, practical application exercises and exercise keys.

Course schedule

PARTICIPANTS
All sales, marketing/communication and HR staff with a LinkedIn account.

PREREQUISITES
Knowledge of the basic functions of the main social networks.

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?

- Audit your prospecting and sourcing habits.
- Who uses LinkedIn and why?
- What are the differences between professional social networks and other types of social networking?
- LinkedIn Profiles, Pages, Groups: uses and specifics.
- Define your strategy to optimize your time and efficiency.

Group discussion
Identifier ses connaissances, ses habitudes, freins et techniques actuels. Réfléchir à sa stratégie d'utilisation LinkedIn (objectif, audience, cible, ligne éditoriale, organisation, obstacles).

2 Know how to express yourself publicly in a professional context

- The limits of freedom of expression on social networks.
- Legitimate use of content on social networks.
- Respect for rights (image rights, copyright, etc.).
- Responsibilities and penalties under ordinary law.
- Corporate social media charter for employees.

Storyboarding workshops
Chaque groupe abordera un sujet et proposera ses résultats à l'ensemble des participants. Exemples de sujets à aborder : lister des risques de diffusion involontaire d'informations confidentielles ou sensibles, lister des exemples de conflits d'intérêt, erreurs ou non-respect des droits.

3 Optimize the visibility and impact of your LinkedIn profile

- Manage privacy settings.
- Improve the presentation of your profile to appeal to your audience (copywriting, visuals, modules, referencing).
- Create a powerful elevator pitch based on your objective.

Hands-on work
Gestion des paramètres de confidentialité de son profil. Utilisation de Canva pour créer une bannière personnelle. Exercice individuel de rédaction de son elevator pitch (présentation personnelle). Intégration de modules optionnels et de contenus à son profil. Pratique de fonctionnalités expertes.

4 Reaching out to your audience and targets

- Use advanced search functions with a free LinkedIn profile.
- Organize a free backup of your queries.
- Take profile searches on LinkedIn a step further with Google.
- Learn about best practices in matchmaking.
- Understand the potential of focus groups.

Practical and digital activities
Practice and save advanced profile searches (Boolean queries via LinkedIn and Google).

5 Set up a professional watch with LinkedIn and X

- Discover free alert solutions.
- Set up a hashtag-based watch on LinkedIn.
- Organize profile monitoring feeds on LinkedIn.
- Organize conversation monitoring feeds on LinkedIn.
- Improve the efficiency of your Google searches.
- Turn X into a business intelligence tool.

Practical and digital activities
Paramétrage/sauvegarde des possibilités de veille sur LinkedIn et X (hashtags, conversation…). Pratique des recherches complexes sur Google (opérateurs booléens).

6 Gain impact and visibility on LinkedIn

- Understand the main principles behind the visibility algorithm.
- Know the best practices in animation to stand out from the crowd.
- Discover the different formats of useful visuals.
- Write effectively and optimize your copywriting.
- Using artificial intelligence effectively for impactful posts.
- Master the keys to SEO to increase the visibility of your posts.
- Learn useful hashtags for a different kind of copywriting.
- Going further with sponsored content.

Practical and digital activities
Utilisation d'outils gratuits pour optimiser sa rédaction (pratique de prompts sur ChatGPT, extension Chrome). Démo/pratique de la programmation de posts. Démo de création de campagne sponsorisée.

Dates and locations

REMOTE CLASS
2026 : 18 June, 7 Dec.