



## Social Media: LinkedIn for Employment

**Sunday, February 26**

**Franklin Jamatkhana Social Hall 220 28<sup>th</sup> ST NE**

**10:00 AM - 4:00 PM**

**Fee: \$ 20.00**

### **Course Outline**

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| <ul style="list-style-type: none"><li>• <b>WHAT IS LINKEDIN</b></li><li>• <b>IMPORTANCE OF LINKEDIN TO PROFESSIONALS AND STUDENTS</b></li><li>• <b>CREATING A LINKEDIN PROFILE</b></li><li>• <b>OPTIMIZING YOUR PROFILE</b></li><li>• <b>ADDING RESUME TO YOUR PROFILE</b></li><li>• <b>JOB SEARCH</b></li><li>• <b>MESSAGING ON LINKEDIN</b></li><li>• <b>WHAT ARE LINKEDIN EMAILS</b></li><li>• <b>TYPES OF LINKEDIN PROFILES</b></li><li>• <b>DO'S AND DON'TS OF LINKEDIN</b></li></ul> | <ul style="list-style-type: none"><li>• <b>JOINING GROUPS AND FOLLOWING COMPANIES ON LINKEDIN</b></li><li>• <b>BOOLEAN SEARCH THROUGH LINKEDIN</b></li><li>• <b>BOOLEAN SEARCH THROUGH GOOGLE</b></li><li>• <b>MESSAGING NON-CONNECTIONS</b></li><li>• <b>NETWORKING ONLINE</b></li><li>• <b>JOB SEARCH TOOL</b></li><li>• <b>WRITING TO BE HEARD ON LINKEDIN</b></li><li>• <b>USING EXTERNAL RESOURCES FOR EMPLOYMENT</b></li></ul> |
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**For more information and to register: Zull Punjani  
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