

## Linked In & Twitter - From Followers and Likes to Handshakes Course Outline

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**Duration:** 3 Hours

**Course Description:** Do you want to grow your professional network, connect with likeminded people, or do you need to establish your expertise within your market?

This workshop will give you the tools and confidence, to build and grow your personal brand online. Focused on LinkedIn and Twitter, we will help you to build a professional profile that helps you to achieve your sales or networking objectives.

We want you to leave the room with:

1. Stronger LinkedIn and Twitter profiles
2. The tools that you will need to maintain a strong personal or business profile on both platforms
3. The confidence to use your new and improved personal brand and profile to achieve your sales or networking objectives.

**Who Should Attend?** Those starting their own business and building profile from scratch, established professionals looking to expand their network, or sales professionals looking to develop social channels into sales channels.

Equally beneficial to individuals or as professional development for teams within an established business.

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### What will it cover?

- pre-workshop questionnaire to tailor the session and to review existing social media accounts
- What is social selling and why you should take it seriously?
- Your online profile through the eyes of the social buyer - what are procurement professionals and buyers looking for?
- The importance of online search and LinkedIn in finding professional suppliers and support
- How you can demonstrate your expertise through what you share and how you share it - (digital scrapbooking)

- 7 practical steps to improving your profile (on LinkedIn, Twitter) - we will complete these during the session, so there really is no excuse!
- Hints and tips on maintaining a good profile
- Introductions to useful social marketing tools such as Buffer/Hootsuite, Feedly (and we will endeavour to put these on participant's mobile devices on the day)
- Habit forming techniques - you'll need to do this for yourself once we're gone!
- One-to-one help and coaching

You will also receive a 4 week check-in call to follow up and ensure that you are hitting your objectives