

## REPORT ON WEBINAR ON “Un-Lock Benefits of LinkedIn”

*An initiative of Mata Sundri College for Women .*

When it comes to utilizing social network as a tool to advance your professional career, LinkedIn is at the top of the list and incomparable to any other social network when it comes to business. With this notion, on 4<sup>th</sup> September 2021, **The Placement and Internship Cell, Mata Sundri College for Women**, hosted an interactive session on **“Un-Lock Benefits of LinkedIn”** by Mr. Priyank Ahuja, who is a stalwart of the industry with 14 years of experience in projects in varied domains like Product Marketing, Management Consulting and Operations. He has completed his MBA from ISB, Hyderabad and international semester exchange from Singapore. He is currently working with Accenture as Product Manager. He is also a Certified corporate trainer, Mentor, Keynote speaker and B-school visiting faculty.

The webinar was attended by a total of **90 students** via **Google Meet App** from **5:00 pm to 6:30 pm**.

The speakers focused on important aspects of LinkedIn including Profile Building & Optimisation, how to set your objective and know your target audience, Professional Networking, Content Creation & Engagement, Search jobs via LinkedIn, Skills and Endorsements. Also through some LinkedIn profiles, Mr. Priyank explained about features of LinkedIn, how we can find news updates from our connections, groups, and different companies, steps to follow for messaging, do's and don'ts for content, tools to use, etc. He ended the session by sharing few important tips and answering the queries of students.

In conclusion, LinkedIn has evolved into a much more robust tool that can and should be used for so much and inculcate the habit of being professional which will help every student in the world outside of college.

The session witnessed an enthusiastic participation and all the queries were answered by the speakers. The vote of thanks was delivered by Ms. Parnika Harjai. The success of the session was applauded by Dr. S. Kalpana Devi, Convener, Ms. Ashema Hasti, Co-Convener of the Placement Cell and Ms Harshmeeta Soni, Faculty Member of Mata Sundri College for Women.



Priyank Ahuja is presenting

## PROFILE BUILDING AND OPTIMIZATION

### Why optimize?

- To appear in the search results for the keyword you want to rank for

### The LinkedIn Search Page

**Amit Kothari** • 2nd  
Head Marketing & Communications at H&M  
Delhi, India  
Connect

**Charu Sharma** • 2nd  
Integrated Marketing Manager at Microsoft  
Delhi, India  
Connect

### What helps you rank?

Headline	Shared connections
Current Designation	Past Designation
Endorsements	Location

**Note :**

- In the search results, your profile should appeal and attract your prospects and encourage them to click on the same
- When people land on your profile, they should be motivated/biased towards approaching you. Call to action matters!

**Remember – Your LinkedIn Profile is your Digital CV**

5:13 PM | mhd-czqk-ges

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**Introduction** - Should always be in first form, can write things which are not there in your CV

**Call to action** should - encourage people to communicate, Add your email or Mention a line showing your willingness to communicate

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