

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 4th 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

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Priyank Ahuja is presenting

Yugansh Chokra
I Can Help You Grow On LinkedIn | Growth Hacker

About
👉 Hustle. That's my story in a word

I'm a 21 years-old serial starter (a.k.a. entrepreneur) and an undergrad.

In 2014, I won the award of "Young Scientist India". In 2016, I was recognized as "Blogger of the Year (Rising Star)". I have been mentioned in top publications and covered by International media too.

I believe firmly in the power of consistency and constantly live by the motto of "hard work, hunger, and humility."

I started my journey as a programmer but a few years back I fell in love with the business. I can breathe marketing and growth hacking.

If you're a student, entrepreneur, freelancer, professional, teacher, mentor, or anyone. My vodcast (that's video podcast) can definitely add value in your life - <https://bit.ly/jc-podcast>

I have delivered over 20 talks in colleges and conferences. Want me to speak at your event? Write to me on yuganshchokra@gmail.com

If you want to talk more about growth hacking, marketing strategy or especially LinkedIn (since it's my personal favorite), hit me up. 📧 I can help you grow your LinkedIn Page and Profile.

Follow my threads on #GrowthGays

Fun fact: I traveled to 10 countries all on scholarship or funded.

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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