

## LinkedIn Workshop

The Career Development Cell, in collaboration with the Mata Sundri Innovation and Incubation Cell (MSIIC), organised a workshop on **LinkedIn Workshop** on 19th March 2026 at Mata Sundri College for Women. The session saw active participation from students of various courses and years, showing their growing interest in career development and professional networking.

The session was conducted by **Yukti Devtalla**, popularly known as “**Jhoom Baba**,” who is a well-known mentor and digital content creator. She shared practical knowledge and real-life experiences about how students can effectively use LinkedIn to build their professional identity and explore career opportunities.

The workshop began with an interactive discussion about LinkedIn. Most associated it with jobs and internships, but the speaker broadened this perspective by explaining that LinkedIn is also a platform for personal branding, networking, showcasing skills and achievements. She emphasized that students who are not active on LinkedIn often remain unnoticed in the professional world. A major highlight of the session was the discussion on **why many students fail to secure internships and opportunities**. The speaker pointed out common mistakes such as lack of profile optimisation, no posting activity, weak networking, and generic content. Through this, students realised the importance of being active, unique, and consistent on the platform.

The speaker then introduced a simple **five-step strategy** for LinkedIn growth, which included choosing a clear field of interest, building a strong profile, posting content regularly, networking with professionals, and eventually gaining opportunities. She explained each step with relatable examples, making it easy for students to understand and apply. Another important aspect covered in the workshop was content creation. Students were guided to focus on four main types of posts: achievements, personal experiences, learning insights, and meaningful reposts. This helped students understand that sharing their journey and learning can increase their visibility and credibility.

The session also focused on **profile optimisation**, where students were advised to maintain a professional display picture, write a clear and impactful headline, create an engaging About section, and properly highlight their skills and experiences. The speaker stressed that a well-maintained profile creates a strong first impression on recruiters and professionals.

In addition, the workshop provided useful tips on networking and getting referrals. Students were encouraged to learn about personalised messages, clearly communicate their skills, and build genuine connections instead of randomly sending requests. Practical tools such as job alerts and Boolean search techniques were also introduced to make job searching more effective.

The successful organisation of the workshop was carried out under the guidance of Prof. Harpreet Kaur, Principal of Mata Sundri College for Women. The event was efficiently convened by Dr. Harshmeeta Kaur Soni (Convener) and Dr. Ashema Hasti (Co-Convener), with continuous support from the organising team of MSIIC.

The session concluded with an interactive discussion where students actively asked questions and clarified their doubts. The workshop left students motivated and more confident about using LinkedIn as a tool for career growth.

Overall, the LinkedIn Workshop was highly informative and impactful. It provided students with practical knowledge, clear direction, and valuable insights into building a strong professional presence. The session encouraged students to take proactive steps towards their career development and make effective use of digital platforms like LinkedIn.

