St. Francis College

Koramangala

Instiution's Innovation Council in association with Institute Industry Interactive Committee

Date: 3/11/2023

Resource Person: Ms .Deepa Ayachit

Report Submitted by: Ms.Smitha Koshy

On November 3, 2023, a highly informative webinar on LinkedIn was conducted by Deepa Achayit from Sage University Bhopal. The event was scheduled at 6:00 PM and covered various aspects of LinkedIn. The webinar was not only attended by students from Sage University but also garnered participants from St. Francis College and beyond.

Deepa Achayit's presentation was well-received by the attendees, providing valuable insights into using LinkedIn effectively. The key topics covered during the session included:

Profile Optimization: Deepa emphasized the importance of creating a professional and attention-grabbing LinkedIn profile. She discussed the significance of a well-written summary, appropriate profile photo, and the relevance of including skills and endorsements.

Networking Strategies: Attendees were guided on how to strategically expand their professional networks. Deepa shared tips on connecting with industry professionals, alumni, and other relevant contacts.

Content Creation: The webinar delved into the art of content creation on LinkedIn. Deepa discussed the types of content that perform well on the platform, such as articles, posts, and videos, and provided insights into creating engaging content.

Job Search and Recruitment: Participants were enlightened about using LinkedIn as a powerful tool for job hunting and recruitment. Deepa offered advice on job searching, applying for positions, and conducting interviews through LinkedIn.

Personal Branding: The session stressed the importance of personal branding on LinkedIn, highlighting the role of consistent messaging and showcasing expertise in a particular field.

Overall, the LinkedIn webinar by Deepa Achayit was a comprehensive and informative event that equipped attendees with a deeper understanding of the platform's capabilities and the strategies for effective networking and career development.

The webinar's inclusivity, with students from St. Francis College and participants from outside the college, demonstrated its wide-reaching impact and the value it provided to a diverse audience.

The session was undoubtedly a success and has likely contributed to enhancing the LinkedIn skills of all those who participated, regardless of their prior experience with the platform.