



Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

A Report on LinkedIn Workshop at Centurion University

Date: 21st and 22nd of March,2024

No. of Participants:1200

Trainers: Ms. Ramya Sree and Mr. V.V. Kalki

Description:

The training session, a collaborative initiative by FACE Prep and LinkedIn, was designed to empower the students of Centurion University of Technology and Management with advanced LinkedIn skills. The event focused on enhancing students' LinkedIn profiles and their overall ability to leverage the platform for job and internship searches. An added incentive offered to the participants was a 6-month free LinkedIn Premium account, including access to LinkedIn Learning resources.

Objective:

- Educate students on the importance of maintaining a robust and professional LinkedIn profile.
- Provide insights and strategies for effective networking and job searching through LinkedIn.
- Encourage active content creation to increase visibility and professional relevance on the platform.

- Facilitate the activation of LinkedIn Premium accounts to enhance learning and networking opportunities for students.



Mr. V.V. Kalki during doubt clearing session

Outcome:

The outcomes of the training session were highly positive, characterized by interactive discussions and active participation from the students. Key takeaways included:

- **Optimizing Profiles:** Students learned how to craft compelling headlines, summaries, and showcase their skills and achievements effectively. The importance of a strong digital first impression was emphasized.
- **Building a Network:** Strategies to build a robust professional network were explored. Students were encouraged to connect with peers, industry professionals, and alumni, emphasizing how such connections could lead to new opportunities.
- **Content Creation:** Guidance on creating valuable content was provided, highlighting the role of content in establishing thought leadership and expertise in their respective fields.
- **Job Search Strategies:** Effective job search techniques on LinkedIn were detailed, including how to refine search queries and utilize LinkedIn's job board to the fullest.

- Additionally, the process to activate LinkedIn Premium accounts was straightforward and user-friendly, with students required to register using a specific link, enter their email addresses and mobile numbers, and then proceed to activate their accounts via the LinkedIn application.

Conclusion:

The training session was a resounding success, significantly enhancing the students' understanding and use of LinkedIn as a professional tool. Feedback from the participants was overwhelmingly positive, with many expressing eagerness to implement the new strategies and utilize their LinkedIn Premium benefits. The collaboration between FACE Prep and LinkedIn proved to be a valuable initiative, equipping future professionals with essential tools and knowledge to thrive in the digital professional world. The follow-up process will involve tracking the activation of Premium accounts and monitoring the ongoing benefits as students engage more deeply with LinkedIn Learning and other Premium features.



Learners while sharing their experience with trainer