



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

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10 November, 2024

REPORT- LINKEDIN OPTIMIZATION WORKSHOP

Academic Year 2024-25

Event Title: LinkedIn Optimization Webinar

Organizing Unit: Training & Placement Cell (Department of Business Administration)

Institution Head: Prof. (Dr.) Rajni Malhotra Dhingra

Event Coordinators: Dr. Bharti Chaudhary, Dr. Sanam Sharma, Ms. Shraddha Sharma

Event Date: November 6, 2024

Event Time: 11 am

Event Location Virtual (Googlemeet Platform)

Total Participants: 62

Event Overview

The LinkedIn Optimization Webinar, conducted on November 6, 2024, was an insightful session aimed at enhancing students' professional networking and personal branding skills. Organized by the Training & Placement Cell of the Department of Business Administration, the webinar featured Ms. Simriti Batish, Advanced Associate at EY GDS and a LinkedIn influencer with over 24,000 followers.

The session provided actionable insights into building a strong LinkedIn presence and leveraging the platform for career growth and professional connections.

Introduction to the Speaker

Ms. Simriti Batish is a seasoned professional with extensive experience at EY GDS. Known for her impactful presence on LinkedIn, she has amassed a following of over 24,000, where she shares content related to career advice, networking, and personal branding. Her expertise and relatable approach made her an ideal speaker for the session.



Purpose of the Webinar

The objectives of the webinar were to:

- Help students understand the importance of LinkedIn in the modern job market.
- Provide strategies for creating a compelling LinkedIn profile.
- Teach students how to build a professional network and engage effectively on the platform.
- Share tips for increasing visibility through content creation and interaction.
- Offer insights into LinkedIn analytics and tools for career advancement.

Key Highlights

• Why LinkedIn Matters

Ms. Batish began the session by emphasizing the relevance of LinkedIn in today's competitive job market. She highlighted its potential as a platform for personal branding, networking, and job discovery.

• Crafting a Strong Profile

Attendees learned about the critical components of a LinkedIn profile, including an impactful headline, an engaging summary, and a professional display photo. Ms. Batish stressed the importance of showcasing achievements and using relevant keywords for visibility.

• Building a Professional Network

The speaker shared strategies for expanding one's network, including connecting with peers, mentors, and industry leaders. She explained the importance of personalized connection requests and maintaining professional communication.

• Content Creation and Engagement

Ms. Batish encouraged participants to share meaningful content, such as posts, articles, and multimedia, to increase visibility and establish thought leadership. She also explained the value of engaging with others' content through comments and shares.

• Leveraging LinkedIn Analytics

A segment of the webinar focused on using LinkedIn's analytics tools to measure the impact of posts and track profile views. She also introduced features like LinkedIn Learning to upskill and remain competitive.

• Q&A Session

The session concluded with a dynamic Q&A segment, where participants sought advice on profile optimization, dealing with low engagement, and standing out to recruiters. Ms. Batish offered tailored responses and actionable tips.

Conclusion

The LinkedIn Optimization Webinar was a highly interactive and informative event. Ms. Simriti Batish provided practical advice and actionable steps for students to build a robust LinkedIn presence and advance their careers. Participants left the session with a better understanding of how to harness LinkedIn as a tool for personal branding, networking, and professional growth.

