



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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21 January, 2026

REPORT- LEVERAGING LINKEDIN FOR CAREER OPPORTUNITIES

Academic Year 2025-26

Event Title: Leveraging LinkedIn For Career Opportunities

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

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

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

Event Date: January 21, 2026

Event Time: 05:00 p.m.

Event Mode: Online

Total Participants: 46

Event Overview

The Training & Placement Cell, MAIMS, organised a Session on “Leveraging LinkedIn For Career Opportunities” aimed at equipping BBA students with essential personal branding and professional networking skills. The session focused on building an impactful LinkedIn profile, optimising headlines and summaries, showcasing skills and achievements effectively, and leveraging LinkedIn for internships, placements, and industry connections. Students gained practical insights into recruiter expectations, profile visibility, and strategies to enhance their online professional presence.

Introduction to the Speaker

The session was led by **Ms. Yashika Jain**, an industry professional with hands-on experience in personal branding and effective use of LinkedIn for career growth. She has actively worked with students and young professionals, guiding them on building strong LinkedIn profiles, improving professional visibility, and leveraging the platform for internships, networking, and job opportunities. Through her practical approach and real-world insights, she helped participants understand how LinkedIn can be used strategically as a powerful career development tool.



Purpose of the Session

The objectives of the session were :

- To guide students on optimising their LinkedIn profiles to enhance professional presentation and recruiter visibility.
- To educate students on effective LinkedIn engagement strategies, including content planning and consistency.
- To provide insights into LinkedIn post creation, focusing on content strategy, formatting, and audience reach.
- To explain how LinkedIn can be leveraged for internships, job opportunities, and building connections with recruiters and industry professionals.

Key Highlights

1. LinkedIn as a Tool for Career Opportunities:

The session focused on helping students understand LinkedIn as a professional platform for personal branding, networking, and career growth. The speaker explained how an optimised LinkedIn profile serves as a digital resume and plays a crucial role in enhancing visibility among recruiters and industry professionals.

2. Building a Recruiter-Friendly LinkedIn Profile:

Students were guided on optimising key profile sections such as headlines, summaries, experience, and skills. Emphasis was placed on using relevant keywords, professional presentation, and completeness of profiles to increase discoverability by recruiters for internships and job opportunities.

3. Leveraging LinkedIn Engagement for Professional Visibility:

The speaker explained the importance of consistent engagement on LinkedIn through likes, comments, and posts. Students were introduced to content strategy basics, including what to post, how often to post, and how engagement helps expand reach and build a professional network.

4. Creating Impactful LinkedIn Content:

Detailed guidance was provided on creating effective LinkedIn posts, focusing on content structure, formatting, use of spacing, hashtags, and storytelling techniques. Students learned how well-formatted posts can improve readability, engagement, and overall profile impact.

5. Using LinkedIn for Internships and Job Opportunities:

The session highlighted how LinkedIn can be leveraged to find internships and job opportunities, connect with recruiters, and build meaningful professional relationships. Practical tips and real-life examples were shared to help students apply the learning effectively.

Conclusion

The session proved to be a valuable learning experience for BBA students, helping them understand the importance of building a strong professional presence in the digital space. The session enhanced students' awareness of profile optimisation, content engagement, and effective use of LinkedIn for career growth.

The practical insights and guidance shared by the speaker enabled students to identify areas for improvement in their LinkedIn profiles and online interactions, making the initiative a successful step by the Training & Placement Cell toward enhancing students' internship and placement readiness.

Google Meet interface showing a meeting titled "nfu-aczb-nem". The browser address bar shows "meet.google.com/nfu-aczb-nem". The meeting controls at the bottom indicate the time is 17:30. The participant grid shows 41 participants, including yashika jain, tanmay Aneja, Varun Goel, Lavanya pathak, Navya Jain, Mikasa Goel, Ishani Jain, Angel Gupta, Rudra, Khushi Gupta, Bhavya Gandotra, anshul negi, Mehak Mittal, Khyati Ghai, and 26 others. The Windows taskbar at the bottom shows the time 17:30 on 21-01-2026.

Google Meet interface showing a meeting titled "nfu-aczb-nem". The browser address bar shows "meet.google.com/nfu-aczb-nem". The meeting controls at the bottom indicate the time is 17:53. The participant grid shows 36 participants, including Nikunj Bansal, Palakshi, Nandni Prasher, Lavanya pathak, Khyati Ghai, Angel Gupta, Arnav khurana, Navya Jain, anshul negi, Mikasa Goel, Mehak Mittal, Varun Goel, Bhavya G..., Ishani Jain, 21 others, and yashika jain. The Windows taskbar at the bottom shows the time 17:53 on 21-01-2026.

