

PRBB Intervals Course Proposal

Course Title: LinkedIn workshop for researchers - make yourself more visible!

Proposed date: February 25th from 10 am to 12 pm (2 hours)

Course Language: English

Course Leader(s) and very brief summary of relevant qualifications and experience (no more than 2 lines for each trainer)

Pedro Rojas - @seniormanager

Digital strategy consultant specialized in social media and digital marketing for businesses and individuals. Author of six books related to social networks and social media management.

Rationale for course (why is this course of interest for the PRBB staff?)

The session will allow attendees to obtain the necessary knowledge to be able to manage and develop a professional strategy on LinkedIn, and at the same time, it will show them all the channels and methodologies that can be applied to optimize it in the face of existing professional opportunities.

Course aim – general

To increase professional opportunities, visibility in this network, as well as employment and self-employment possibilities according to personal objectives, through the consistent use of LinkedIn and professional digital identity.

Specific learning outcomes (what new skills, knowledge &/or attitudes will participants take away from the course?)

Obtain the necessary skills to position among the top search engine results in LinkedIn, use contacts as bridges to opportunities and strategically develop a LinkedIn profile for professional purposes.

Course contents (outline of topics to be covered)

- Digital identity on LinkedIn, how to manage and develop it.
- Optimization of your LinkedIn profile in a consistent way.
- I have LinkedIn: How I use it for professional purposes.
- Plan the necessary strategies to develop to be successful on LinkedIn.
- Design and manage a personal brand on LinkedIn.
- Key factors to appear among the first search results on LinkedIn.
- How to move in the professional world of LinkedIn.

Training methods

Theoretical-practical session (85% practical - 15% theoretical) online

Target group in PRBB (Senior scientists, postdocs, predocs, management/admin staff, all residents)

All PRBB - priority predocs (2-4 year) and postdocs

Number of participants (maximum)

35

Total course hours (Please specify: direct training with instructor present and required self-study)

Note: only the direct training hours will be included in the post-course certificate.

Number of hours of class time: 2

Number of hours of self-study: 8

Total number of course hours: 10

Distribution of course (hours/days)

One day, two hours

Pre-course preparation and/or between sessions?

Is not deemed necessary

Material participants need to bring (laptops, etc...)

Having a LinkedIn profile open is a must

Relevant background reading/ audiovisual/websites or other materials

Is not deemed necessary