

## Orientation Session

Title	<b>Leveraging LinkedIn</b>	
Department	Department of Management Studies	
Date	10 <sup>th</sup> December, 2024	
Time	11:00 - 1:00pm	
Speaker	Ms. Suma Annegowda	
Brief Description	<p>As part of the orientation program for the MBA 1st semester students, Ms. Suma Gowda conducted an engaging and insightful session on "Leveraging LinkedIn." The session aimed to introduce students to the power of LinkedIn as a professional networking platform and guide them on how to optimize their profiles for career growth and opportunities.</p> <p><b>Objectives of the Session</b></p> <ol style="list-style-type: none"> <li>1. To familiarize students with the importance of LinkedIn in today's professional world.</li> <li>2. To provide practical tips for creating and optimizing LinkedIn profiles.</li> <li>3. To highlight the role of LinkedIn in networking, personal branding, and job hunting.</li> <li>4. To inspire students to actively engage with industry professionals and build their online presence.</li> </ol> <p><b>Key Highlights of the Session</b></p> <p><b>1. Introduction to LinkedIn:</b> Ms. Suma Gowda began by explaining LinkedIn's significance as a professional platform. She emphasized its unique role in connecting professionals, showcasing skills, and accessing career opportunities.</p> <p><b>2. Optimizing LinkedIn Profiles:</b> The resource person shared practical steps for creating an impactful LinkedIn profile. Key elements discussed included:</p> <ul style="list-style-type: none"> <li>• Writing a compelling headline and summary.</li> <li>• Uploading a professional profile picture and banner.</li> <li>• Highlighting educational qualifications, skills, and certifications.</li> <li>• Showcasing internships, projects, and achievements.</li> </ul> <p><b>3. Networking Strategies:</b> Ms. Gowda elaborated on how to build meaningful connections by:</p> <ul style="list-style-type: none"> <li>• Sending personalized connection requests.</li> <li>• Engaging with posts and sharing relevant content.</li> <li>• Joining LinkedIn groups and participating in discussions.</li> </ul> <p><b>4. Personal Branding:</b> The session emphasized the importance of personal branding on LinkedIn. Students were encouraged to:</p> <ul style="list-style-type: none"> <li>• Regularly update their profiles.</li> <li>• Share thought-provoking posts and articles.</li> <li>• Endorse and receive endorsements for skills.</li> </ul>	

**5. Job Search and Opportunities:** Ms. Gowda demonstrated LinkedIn's job search features and explained how students can:

- Apply filters to find suitable jobs and internships.
- Follow companies to stay updated on opportunities.
- Use LinkedIn Learning to acquire new skills.

**6. Success Stories:** To inspire the students, Ms. Gowda shared real-life success stories of professionals who leveraged LinkedIn to advance their careers.

**Interactive Q&A Session**

The session concluded with an interactive Q&A segment, during which students asked questions about profile building, networking etiquette, and strategies for standing out on the platform. Ms Gowda's responses were practical and tailored to the students' aspirations and queries.

**Feedback from Participants**

The students found the session highly valuable and insightful. Many expressed their enthusiasm for implementing the tips shared and exploring LinkedIn's potential for career development. Some of the feedback highlights included:

- **"Practical and actionable tips for profile optimization."**
- **"Gained clarity on how to network effectively."**
- **"Inspired to use LinkedIn more actively."**

**Conclusion**

Ms. Suma Gowda's session on "Leveraging LinkedIn" was a resounding success. It provided the students with essential knowledge and tools to navigate the professional world and make the most of LinkedIn. This orientation program component has undoubtedly set a positive tone for their academic journey and future career aspirations.

Orientation Session

## Leveraging LinkedIn

 10 December 2024

 11:00 AM - 01:00 PM

 1<sup>st</sup> Sem MBA Students

 Falconry Seminar Hall



**Ms. Suma Annegowda**  
TEDx Speaker,  
LinkedIn Strategist

Faculty Coordinator  
**Prof. Shalini SN**  
Sr. Assistant Professor

Convenor  
**Dr. Rose Kavitha**  
Head & Professor - MBA





