



**RIVERRHEE**  
CONSULTING

## Using LinkedIn for personal and business development

### What is LinkedIn?

LinkedIn is often described as the professional equivalent of Facebook. Launched in 2003, it is probably the most extensively used professional online networking tool. Although 50% of its approximate 75 million users are in the US, it is becoming increasingly popular in Europe, with more than 4 million users in the UK.

### Why use LinkedIn?

LinkedIn can be particularly powerful if used as an adjunct to other personal and business development strategies. In our 1:1 tutorials, we help people to plan and develop their profiles and their use of LinkedIn in a personally tailored version of the following:

1. **Building your reputation: an online resumé for establishing personal / business credentials.** Recruiters and employers search LinkedIn to find possible candidates, and advertise jobs through the discussion groups. Clients use it to find out about potential suppliers. It can be a powerful tool as an integral part of your personal or business marketing strategy.
2. **Building your network: an electronic address book to maintain and develop your network.** LinkedIn enables you to reconnect to past colleagues, clients and employers, keep track of what they are doing and find potentially valuable new colleagues and clients.
3. **Building your knowledge: a professional benchmarking and development tool.** The discussion groups, reading lists and upcoming events are a dynamic way to learn from your existing and new connections about the latest thinking in your areas of interest.

### What do the tutorials consist of?

Prior to the tutorial, we ensure that you have an initial LinkedIn profile to start from, however basic it might be. Your tutor also reviews your profile in advance to identify some immediate opportunities for enhancing it.

The tutorial itself will begin with a discussion to establish your particular goals for using LinkedIn. There will then be an interactive 1:1 session to begin developing your profile further and to give you tips on what your next steps might be.

Following the tutorial, you will receive a summary of the main points covered and actions discussed. Your tutor will also continue to be available to you for any further *ad hoc* queries on the use of LinkedIn.

### How much does it cost?

Individual 1:1 tutorials are priced at £80 per person plus the tutor's travel. Tutorials can be delivered over Skype, or face-to-face in a location of your choosing (an internet connection will be needed). Anticipated time involved will be up to 1 ½ hours.

If you would like to enquire about a LinkedIn tutorial, please contact RiverRhee Consulting at [info@riverrhee.com](mailto:info@riverrhee.com) or on +44 (0) 7876 130 817.