

A
Report
on
Workshop of Linkdin
on

30-04-2025

Organized by

**Training and Placement Cell
Shri Guru Ram Rai University**

In Collaboration with

LinkedIn

Report of the event

Introduction

On 30th April 2025, Shri Guru Ram Rai University proudly organized an insightful and interactive **LinkedIn Workshop**, in academic collaboration with **LinkedIn India**. The session served as an important milestone in guiding students toward building their digital identity and enhancing professional networking capabilities. In today's competitive environment, where online presence significantly influences career growth, the workshop aimed to educate students about the strategic use of LinkedIn for career development and industry engagement.

Objectives of the Workshop

The workshop was meticulously designed to meet the following objectives:

- To create awareness among students about the importance of **professional networking**.
- To guide them on how to build and optimize an impactful **LinkedIn profile**.
- To introduce the concept of **personal branding** and help students craft a professional narrative.
- To demonstrate effective ways of using LinkedIn for **internships, job searches, and industry learning**.
- To familiarize students with industry expectations and recruiter perspectives via the LinkedIn platform.

Key Highlights of the Workshop

- The workshop commenced with a comprehensive presentation from LinkedIn professionals who highlighted the relevance of **digital employability** in today's global job market.
- Students were taught how to design a **compelling LinkedIn profile**, including writing strong headlines, summaries, showcasing achievements, skills, and endorsements.
- The experts also addressed how students can **build their personal brand**, share professional content, and interact meaningfully with industry leaders.
- A segment focused on **how recruiters view candidate profiles**, giving students practical tips on how to become more visible to potential employers.
- Students were encouraged to explore **LinkedIn Learning** to gain certifications and skills relevant to their career goals.
- **Live demonstrations** of real LinkedIn profiles were shown to explain common mistakes and best practices.
- The session included guidance on writing effective posts, asking for recommendations, and utilizing alumni networks.

Student Participation

The workshop witnessed **impressive participation from students** across various departments including Engineering, Management, Life Sciences, Humanities, and Computer Applications. Students displayed immense interest in learning how to present themselves professionally in the digital space. The workshop created a positive learning environment where curiosity and participation went hand-in-hand.

Interactive Q&A Session

A key feature of the event was the **live Q&A session**, where students had the opportunity to interact directly with LinkedIn's expert panel. They asked insightful questions regarding **profile optimization, algorithm reach, industry-specific networking tips, and building a strong online presence**. The experts provided personalized suggestions and actionable feedback, which greatly enriched the learning experience.

Outcomes of the Workshop

- Students gained a **clear understanding of how LinkedIn functions as a professional tool** beyond just a job search engine.
- They felt empowered to present their academic and co-curricular achievements in a professional format.
- Several students immediately began implementing the suggested changes on their profiles during the workshop itself.
- The session inspired students to **take ownership of their career journey** and start building their professional network early.

Conclusion

The LinkedIn Workshop proved to be an enriching experience for all participants. It not only broadened the horizon of students' understanding of professional networking but also instilled a sense of digital responsibility. The session acted as a catalyst in transforming students' approach to career planning by helping them utilize the tools available in the digital domain. Events like this significantly contribute to bridging the gap between academia and industry, making students future-ready and more confident to face global employment challenges. Shri Guru Ram Rai University reaffirms its commitment to fostering holistic development through such knowledge-driven initiatives.

Creative of Workshop

**SGRRU**
SHRI GURU RAM RAI UNIVERSITY
Recognized by UGC u/s 2(f) of UGC Act, 1956


Legacy of
Excellence
Since
1952

WORKSHOP

#LinkedInCareerKickstarter Initiative

Key Benefits:

- **LinkedIn Learning** – Access 1,000+ certified courses across tech, business, and soft skills.
- **Professional Networking** – Directly connect with recruiters and industry experts via InMail.
- **Internships & Jobs** – Explore top career opportunities and internships.

Date: 30th April, 2025
Time: 10:30 AM onwards
SBAS Auditorium, ITS Campus

Organized by: **Training & Placement Cell**
SGRR University, Dehradun



Glimpse of the Program



