

1. **Name of the Course:** LinkedIn Mastery for TACs: Building Influence, Engage Members and Grow your membership"

2. **Module Content:**

- Introduction
  - Course objectives and importance of LinkedIn for professional growth within trade associations and chambers of commerce.
- Part 1: Perfecting Your LinkedIn Profile
  - Essential elements for a standout personal and organization profile on LinkedIn.
- Hands-on Session: Profile Summary Crafting
  - Practical exercise using AI tools to draft an engaging LinkedIn summary.
- Part 2: Network Expansion & Engagement
  - Strategies to build and maintain a relevant network and engage effectively with content on LinkedIn.
- Part 3: Content Creation on LinkedIn
  - Planning and crafting compelling content that resonates with members and prospects.
- Part 4: Advanced Content Creation
  - Utilizing LinkedIn Live and video content to enhance member engagement and promote events.
- Hands-on Session: Using ChatGPT for Content Creation
  - Generating topical posts using AI, fostering interaction and value.
- Part 5: Strategic Networking & Partnership Building
  - Advanced LinkedIn functionalities for networking and creating partnerships.
- Hands-on Session: Using ChatGPT with Dall-E 3
  - Creating visual content to complement LinkedIn posts.
- Part 6: Leveraging LinkedIn for Organizational Growth
  - Best practices for content types, event creation, and promotion on LinkedIn.
- Part 7: Overview of LinkedIn Advertising
  - Introduction to LinkedIn's advertising platform for targeting and outreach.
- Part 8: LinkedIn Analytics for Growth
  - Using analytics to measure and adjust LinkedIn strategies.
- Part 9: Integrating with Other Marketing Efforts
  - How to synergize LinkedIn marketing with broader marketing campaigns.

- Part 10: Q&A and Conclusion
  - Addressing questions, direct problem-solving, and summarizing key takeaways.

### **3. Target Participants:**

- Association Executives: Senior staff members responsible for member services, engagement, and growth.
- Marketing and Communications Professionals: Those in charge of creating and disseminating content, and managing the association's brand on digital platforms.
- Membership Directors: Individuals tasked with maintaining and increasing membership numbers.
- Event Managers: Personnel who organize and promote events for trade associations and chambers.
- Board Members: Leaders who oversee association strategies and are interested in leveraging LinkedIn for growth.

### **4. Learning Outcomes**

- Create and enhance personal and organizational LinkedIn profiles to attract potential members and partners.:
- Effectively expand their LinkedIn network by connecting with relevant professionals and stakeholders.
- Plan and produce a variety of engaging content types that resonate with their audience and reflect their TAC's brand and mission.
- Leverage advanced features like LinkedIn Live, video content, and LinkedIn Groups to increase visibility and engagement.
- Use AI tools like ChatGPT and Dall-E 3 to draft posts and create accompanying visuals, enhancing the quality and appeal of their content.
- Navigate LinkedIn's advanced search to identify and engage with potential partners, influencers, and sponsors.
- Develop strategies for using LinkedIn to promote events, increase membership, and build brand awareness.
- Understand the basics of LinkedIn advertising to target specific audiences for events and membership drives.
- Use LinkedIn Analytics to measure the impact of their marketing efforts and make data-driven decisions for strategy optimization.
- Align LinkedIn marketing efforts with their organization's overall digital marketing strategy for cohesive and effective campaigns.

## 5. Assessment – N/A

## 6. Course Schedule

| <b>Timing</b> | <b>Duration</b> | <b>Content</b>   |
|---------------|-----------------|--|
| 09:00 - 09:10 | 10 mins         | <b>Introduction</b> <ul style="list-style-type: none"><li>- Welcome and overview of the class</li><li>- Importance of LinkedIn for professionals</li><li>- Importance of LinkedIn for trade associations and chambers of commerce</li></ul>  |
| 09:10 - 09:50 | 40 mins         | <b>Part 1: Perfecting Your LinkedIn Profile</b> <ul style="list-style-type: none"><li>- Professional Profile Photo</li><li>- Effective Headline</li><li>- Compelling Summary</li><li>- Experience, Education, and Certifications</li></ul>   |
| 09:50 - 10:10 | 20 mins         | <b>Hands-on Session:</b> <ul style="list-style-type: none"><li>- Write a compelling LinkedIn summary using the right framework</li><li>- Possible tools – Oasis app, Google Bard or ChatGPT</li></ul>  |
| 10:10 - 10:25 | 15 mins         | <b>Coffee Break</b>  |
| 10:25 - 11:00 | 35 mins         | <b>Part 2: Network Expansion &amp; Engagement</b> <ul style="list-style-type: none"><li>- Building a Relevant Network</li><li><i>Hands-on add 3 people to your network using the “Send Personal Note” feature</i></li></ul>  |
| 11:00 – 12:00 | 60 mins         | <b>Part 3: Content Creation on LinkedIn</b> <ul style="list-style-type: none"><li>- Content Planning and Calendar Creation</li><li>- Hands-on: Crafting a Content Plan for the Coming Month</li><li>- Creating Engaging Posts: Formats, Tips, and Best Practices</li><li>- Sharing industry news, regulatory updates and educational content to provide value to members and followers</li><li>- Feature member stories, achievements and case studies to highlight the value of the association</li></ul> |
| 12:00 – 13:00 | 60 mins         | Lunch Break  |
| 13:00 – 13:30 | 30 mins         | <b>Part 4: Advanced Content Creation</b> <ul style="list-style-type: none"><li>- Leveraging LinkedIn Live for hosting webinars and panel discussions</li></ul>   |

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|               |         | <ul style="list-style-type: none"> <li>- Video content creation: member testimonials and event highlights</li> <li>- Creating or joining LinkedIn Groups relevant to the industry to facilitate discussions, share insights and attract new members.</li> <li>- How to engage in groups to establish thought leadership and build organization presence</li> </ul>  |
| 13:30 - 13:40 | 10 mins | <p><b>Hands-on Session:</b><br/>Using ChatGPT for Content Creation</p> <ul style="list-style-type: none"> <li>- Generating a post draft related to a current topic using ChatGPT</li> </ul>   |
| 13:40 - 14:30 | 50 mins | <p><b>Part 5: Strategic Networking &amp; Partnership Building</b></p> <ul style="list-style-type: none"> <li>- LinkedIn Advanced Search</li> <li>- <i>Hands on: Try the LinkedIn search function to find relevant people according to filters like company name, job function and education.</i></li> <li>- Crafting Engaging Messages</li> <li>- Growing Your Organization's presence on LinkedIn</li> <li>- How to connect with industry influencers, potential partners and sponsors</li> <li>- Engaging with other organization's content to increase visibility and build strategic relationships</li> </ul> |
| 14:30 – 14:45 | 15 mins | <b>Coffee Break</b>   |
| 14:45 - 14:55 | 10 mins | <p><b>Hands-on Session:</b><br/>Using ChatGPT with Dall-E 3</p> <ul style="list-style-type: none"> <li>- Generating an image to accompany the earlier drafted post using Dall-E 3</li> </ul>  |
| 14:55 – 15:15 | 20 mins | <p><b>Part 6: Leveraging LinkedIn for Organizational Growth</b></p> <ul style="list-style-type: none"> <li>- Content types for the organization's page</li> <li>- Creating events on LinkedIn</li> <li>- Promoting your organization's events on LinkedIn</li> </ul>  |
| 15:15 – 15:30 | 15 mins | <p><b>Part 7: Overview of LinkedIn Advertising</b></p> <ul style="list-style-type: none"> <li>- Utilizing LinkedIn's advertising platform to target specific industries, professionals, and job roles to grow membership and promote events</li> <li>- Using LinkedIn ads to grow membership.</li> <li>- Using LinkedIn ads to build awareness.</li> <li>- Ads to drive event registrations</li> </ul>  |
| 15:30 – 16:00 | 30 mins | <p><b>Part 8: LinkedIn Analytics for Growth</b></p> <ul style="list-style-type: none"> <li>- Utilize LinkedIn analytics to track performance of posts and campaigns</li> </ul>  |

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|               |         | <ul style="list-style-type: none"> <li>- Adjust content and strategy based on analytics insights</li> </ul>  |
| 16:00 – 16:30 | 30 mins | <p><b>Part 9: Integrate with other Marketing Efforts</b></p> <ul style="list-style-type: none"> <li>- Coordinate LinkedIn marketing efforts with the association’s overall digital marketing strategy</li> </ul> |
| 16:30 - 17:00 | 30 mins | <p><b>Part 10: Q&amp;A and Conclusion</b></p> <ul style="list-style-type: none"> <li>- Open floor for questions and direct problem-solving</li> <li>- Summarizing key takeaways</li> </ul>                       |

7. Course Fees – SGD500 per pax