**Preparing for TES Social Media Training – Briefing**

This is written for those attending the TES social media training starting at 1.30pm on Monday 2nd December. Indeed, it may be useful to those who’d like to attend but can’t. We have a lot to get through in 90 minutes. I will concentrate on LinkedIn as that’s where our audience are most likely to be found – but I can drift on to Twitter and Instagram if you have any questions. I don’t intend to cover Facebook at all.

I will start with the assumption that are most TES members are low level users – or don’t have a profile and never used it. I will keep the agenda flexible so we can speed up or slow down, and you can ask questions as we go. It will be informal.

My objectives from the training are simply:

1. To give the attendees the confidence to use LinkedIn for themselves – and also for spreading TES communications
2. To share a snapshot of LinkedIn and its membership
3. To give the attendees the comfort to try it for themselves
4. The understanding to build a relevant network
5. How to use the communication choices to drive audience engagement

The agenda, such as it is, will be:

* How LinkedIn works
* How to set up your profile
* Building a network
* Comments, posts, articles, hashtags
* The do’s and don’ts of engagement
* LinkedIn Groups
* LinkedIn as a research tool

None of this is timed. I will try to go at your pace.

There won’t be any/may slides. I should be able to use LinkedIn live and share real-time examples of LinkedIn at work

**Beforehand:**

If you don’t have a profile you may want to register your membership – [CLICK HERE](https://www.linkedin.com/signup/cold-join?trk=guest_homepage-basic_nav-header-join) You don’t have to complete all sections at this point, but the step-by-step instructions are easy to follow. If you’re looking for your first connection, you can find me – [CLICK HERE](https://www.linkedin.com/in/martinellisheadhunter/). I will accept your invitation.

The trick with LinkedIn is to take part. The more you engage, the higher your profile. You can be serious, funny, informative, helpful, challenging, difficult, opinionated, or neutral – you can be whatever you want, and go at your own pace.

My top tips are:

1. Don’t connect with everybody who sends you an invitation to connect. Be clear in your own mind of the kind of people you want in your network. They will dictate your timeline.
2. LinkedIn isn’t just about the size of your network – don’t chase numbers.
3. Never make it personal.
4. Comment and “like” only what you’re comfortable with.
5. Respond to comments on your posts.
6. Invite connections with a personal message.
7. Keep it as informal as you dare.
8. Complete all sections of your profile – including a photo.
9. Develop your own “voice” in the context of how you think your audience listens.

Finally…….

I’m happy to answer any queries or comments you may have in advance, and for those of you who feel you may need it, some one-to-one coaching either on the phone or face-to-face thereafter.

* My best phone number is 07823 887982
* My work email is [martin@resgroup.agency](mailto:martin@resgroup.agency)
* Or you can reach me via LinkedIn messaging

I look forward to seeing you Monday at 1.30pm.

Martin Ellis