

REPORT ON CONNECTIN- HOW TO USE LINKEDIN EFFECTIVELY AS A COLLEGE STUDENT

LinkedIn is the world's largest professional network where you can showcase your skills, expertise, education, experience, etc. In short, it acts as your digital CV. Identifying these factors can be a rigid task hence it is important to connect with others and boost your career.

Keeping this idea in mind, **CYBERNAUTS**, the Tech Society of Department of Computer Science, Mata Sundri College for Women organised a webinar "**CONNECTIN- HOW TO USE LINKEDIN EFFECTIVELY AS A COLLEGE STUDENT**", guided over by the supremely talented students of our department. The webinar conversed majorly with an aim of optimising your LinkedIn account, connecting with the right people and increasing your skills.

The session was conducted on *Tuesday, 10th August 2021* from **3:30 PM IST over Zoom**. 200+ students from various colleges registered for the webinar. The session was conducted under the able guidance of **Prof. (Dr.) Harpreet Kaur (Principal), Dr Kiranjeet Sethi (Course Coordinator), Dr Nidhi (Department Coordinator), Ms Darshpreet Kaur (Student Vice-President, Cybernauts) and Team Cybernauts**.

The session commenced with the welcome speech by **Ms Pragati Rawat (Student Secretary, Cybernauts)**. The speaker, **Ms Ranveer Kaur (Student Co-ordinator , Cybernauts)**, talked about the opportunities the platform offers, increasing searchability (SEO), how to reach out to others and understanding the LinkedIn algorithm. The session covered various important questions related to LinkedIn. The speaker enlightened the attendees about how to create a LinkedIn profile and how to optimise it to bag their dream job or popularize their business ventures and make real connections with people across the globe having same interests and goals. Attendees were also explained about what to post and how to communicate with professionals and moreover how to differentiate and deal with spam messages.

The webinar was highly interactive with many interesting questions raised by the participants, depicting their active participation in the session. The speaker handled all the queries meticulously and the session was finally concluded with a vote of thanks by **Ms Astha Kuhikar (Student Executive Member, Cybernauts)**. The overwhelming feedback provided by the participants marked the success of the session. The overall organization and deliverance of the session was extremely fascinating, helpful and satisfied the participants.

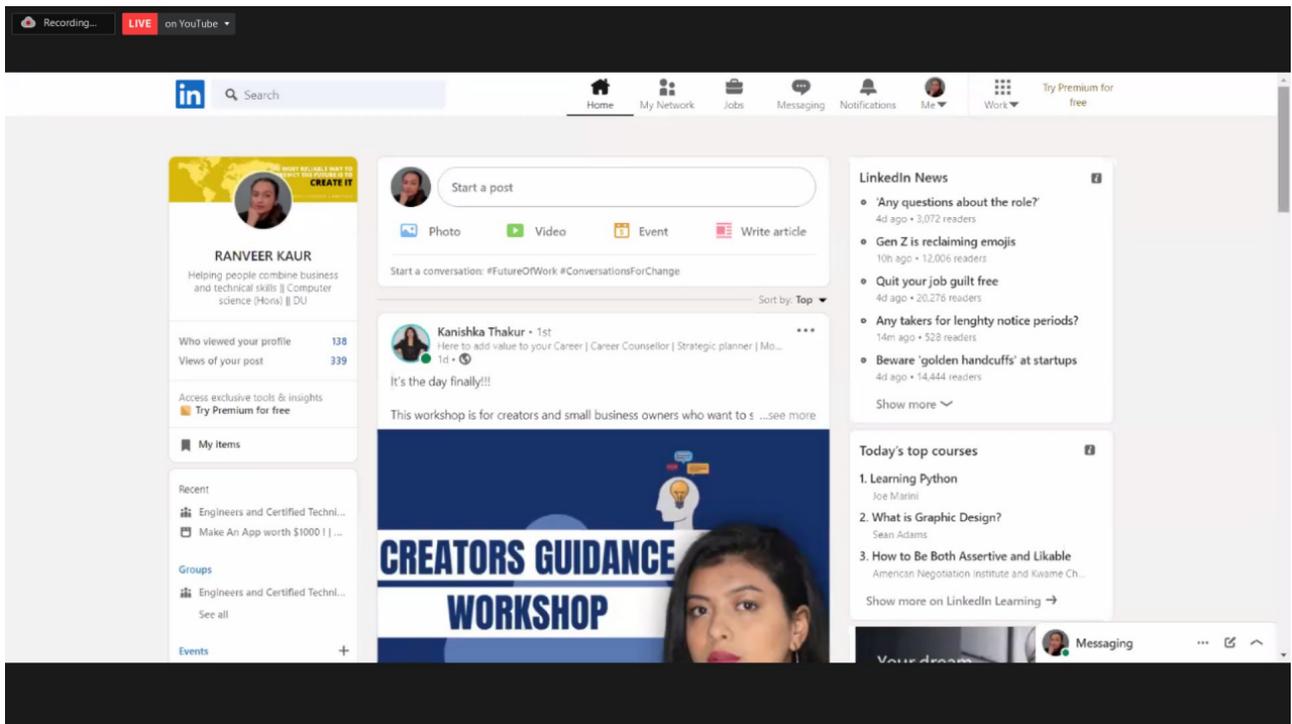
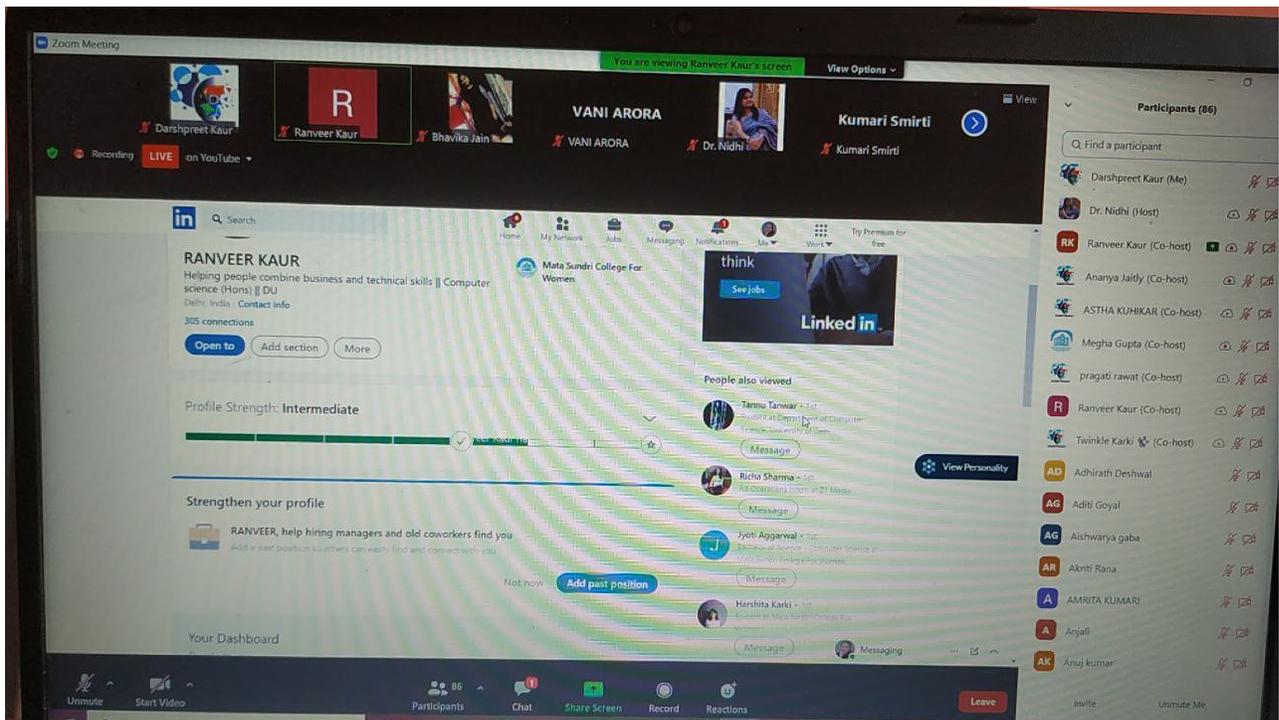
FEW GLIMPSES OF THE SESSION:

The screenshot shows a Zoom meeting in progress. At the top, the Zoom toolbar includes a 'LIVE' indicator and a 'Share Screen' button. The main window displays a LinkedIn profile for Kirtivardhan Singh, 2nd, with a background image of a building. An overlay chat window is open, showing a conversation with messages from Twinkle Karki, ASTHA KUHIKAR, and Priyanka Gupta. The chat messages include a link to 'https://www.remove.bg/' and a request to 'MUTE YOURSELF !!'. The Zoom participants list on the right shows 70 participants, including Darshpreet Kaur (Co-host), Dr. Nidhi (Host), Ranveer Kaur (Co-host), Ananya Jaitly (Co-host), ASTHA KUHIKAR (Co-host), Megha Gupta (Co-host), pragati rawat (Co-host), Twinkle Karki (Co-host), Aishwarya gaba, Akriti Rana, AMRITA KUMARI, Anjali, Anuj kumar, Anushka Mehta, and Ashema H.

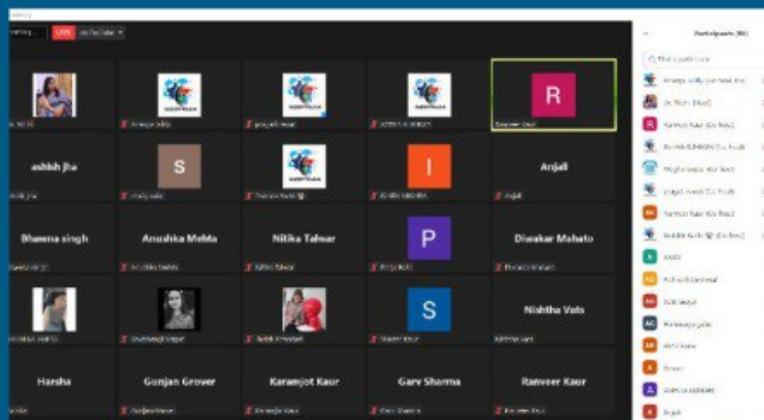
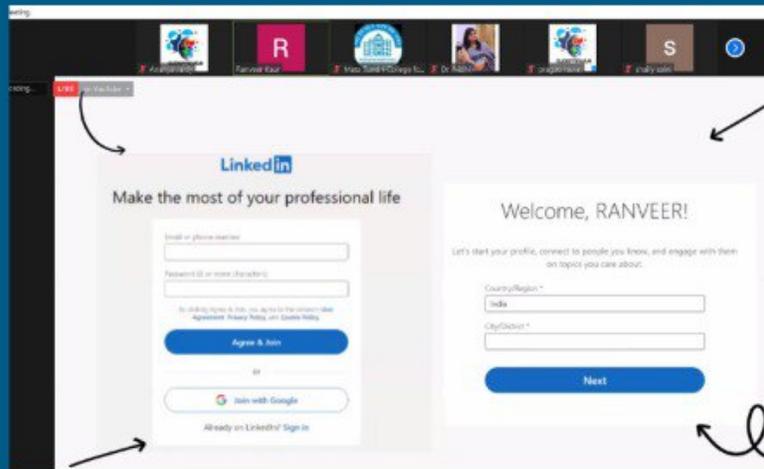
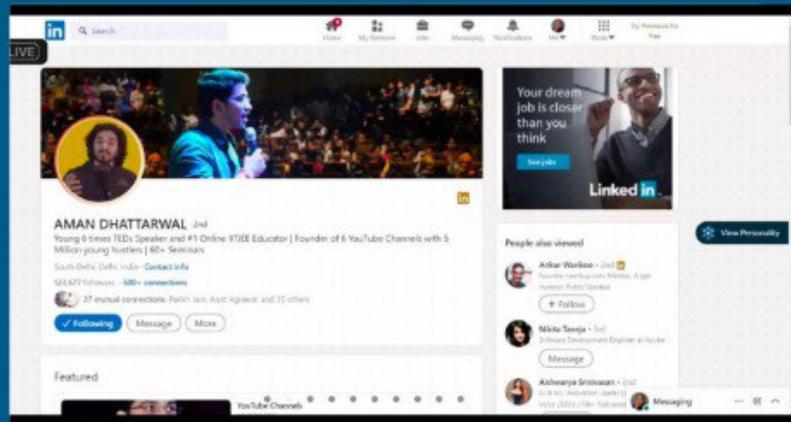
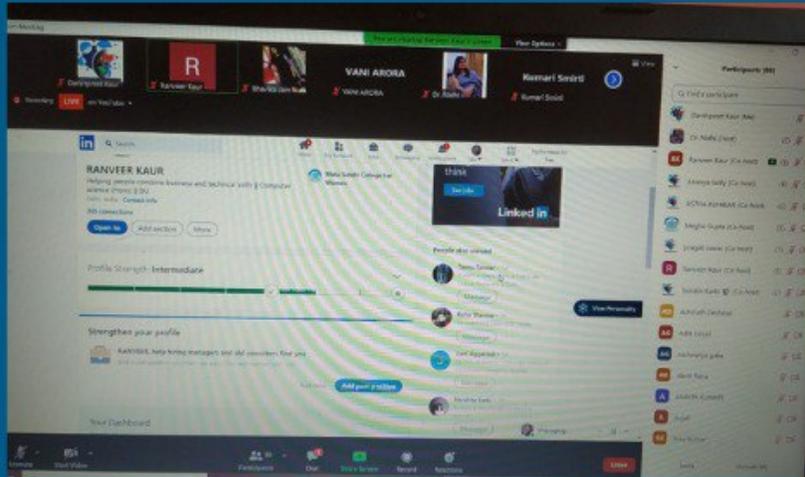
The top slide is titled 'HOW TO CREATE YOUR LINKEDIN ACCOUNT' and features a large orange box with the text 'LINKEDIN ACCOUNT'. The bottom slide is titled 'INCREASING SEARCHABILITY' and lists three numbered points:

1. CHOOSE A KEYWORD YOU WANT TO RANK FOR
WHAT DO YOU DO??
WHAT DO YOU OFFER??
2. THE FIRST THING THAT COMES UP WHEN YOU SEARCH FOR SOMETHING
Name, Title, Location
Experience
3. OTHER PLACES YOU CAN INCORPORATE YOUR KEYWORD
about section,
endorsements

The screenshot shows a Zoom meeting participants list with 15 participants. The list includes names and roles such as 'Ananya Jaitly (Co-host, me)', 'Dr. Nidhi (Host)', 'Ranveer Kaur (Co-host)', 'ASTHA KUHIKAR (Co-host)', 'Darshpreet Kaur (Co-host)', 'Megha Gupta (Co-host)', 'pragati rawat (Co-host)', 'Twinkle Karki (Co-host)', 'Aishwarya gaba', 'Akriti Rana', 'AMRITA KUMARI', 'Anjali', 'Anuj kumar', 'Anushka Mehta', and 'Ashema H'. Each participant has icons for video, audio, and chat. At the bottom, there are 'Invite' and 'Mute All' buttons.



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