

**WORKSHOP ON**  
**'HOW TO USE LINKEDIN FOR PROFESSIONAL NETWORKING AND CAREER**  
**GUIDANCE FOR HIGHER EDUCATION'**

Rapporteur: Dr. Nausheen Nizami

**19 Apr. 2019P:** The Training and Placement (T & P) Cell of SLS organized a special session on 'How to use LinkedIn for professional networking and career guidance for higher education' on 19<sup>th</sup> April 2019 and invited Phalgun Kumar, as the external expert. Kumar, who is currently working as the Principal Consultant at Education Mural came along with his core team comprising of Anushka Chandran and Karan. The workshop was attended by students of different streams of SLS.

The session began with a warm welcome to the expert and the audience by Dr. Nausheen Nizami, current coordinator of T & P Cell of SLS. She stressed on the need to network professionally through LinkedIn apart from the peer social media platforms like Facebook, Instagram and the likes. Phalgun Kumar initiated the discussion on the importance of 'Professional Networking' in today's world and the opportunities in everyone's life to build their professional networks. He stressed on how attending seminars, conferences, internships, outdoor activities and workshops gives everyone an opportunity to connect with the like-minded people and its importance in maintaining such connections online for future collaborations.



[Clockwise: Group photograph of experts and audience, Mr Phalgun Kumar discussing importance of professional networking, demonstration of LinkedIn Page and participants discussing their queries with the expert team]

A demonstration of LinkedIn page was done by the expert to guide the students on how to use their own page effectively. It was found that most of the participants had their LinkedIn accounts but were not using it for networking. Kumar explained how one can look for internships and placements in fields of interest and specialization by narrowing down the ‘search’ criteria and look for opportunities in preferred geographical regions. Further the expert explained how the second and third connections in LinkedIn can be useful networks for future. He stressed that spending few minutes on a daily basis is enough to actively maintain one’s profile and one should be mindful on sharing posts on LinkedIn platform as they reflect one’s interest and alignment to a specific field.

The session ended with a vote of thanks by Dr. Tejas Dave and Dr. Nizami and a group photograph was taken with all the participants.