

**IIHMR UNIVERSITY, JAIPUR**  
**EVENT OUTCOME REPORT**  
**Master Class Episode 28**

“Master Class Episode 28”
<b>Topic:</b> - LinkedIn Essentials
<b>Date:</b> 26 <sup>th</sup> March 2021 from 04.00 PM to 05:00 PM
<b>Venue:</b> - IIHMR University, Jaipur
<b>Speaker:</b> - Ms. Dhvani Shah, Trainer, IIIDE, Mumbai,
<b>Number of participants:</b> - 40
<b>Introduction:</b> - This session featured: Ms. Dhvani Shah, Trainer, IIIDE, Mumbai, India. The event was moderated by Dr. Sandesh Kumar, Associate Dean (Hospital Management) Institute of Health Management Research, IIHMR University, Jaipur and the Session was welcomed by Dr. P.R. Sodani, President (Officiating), IIHMR University, Jaipur.
<b>Objective:</b> The objective of "LinkedIn Essentials" is to equip individuals with the foundational knowledge and practical skills needed to create, optimize, and effectively use their LinkedIn profile for professional development, networking, and career advancement.
<b>Salient Novel Points Covered:</b>  Profile as a Digital Resume and Portfolio <ul style="list-style-type: none"><li>• Goes beyond a traditional resume by enabling multimedia integration (videos, articles, projects).</li><li>• Live, editable, and interactive platform that showcases a user’s evolving professional story.</li></ul> 2. SEO-Driven Profile Optimization <ul style="list-style-type: none"><li>• Teaches how to use keywords, skills, and hashtags to appear in recruiter and industry searches.</li><li>• Focuses on Headline and About section strategies that boost visibility.</li></ul> 3. Algorithm-Friendly Networking Techniques <ul style="list-style-type: none"><li>• Emphasizes smart connection strategies that trigger LinkedIn’s algorithm for wider reach and engagement.</li><li>• Encourages building quality connections, not just quantity.</li></ul> 4. Engagement as Personal Branding <ul style="list-style-type: none"><li>• Highlights the role of posting, commenting, and sharing insights to establish thought leadership.</li><li>• Leverages LinkedIn as a personal branding tool, not just a job board.</li></ul>

**Role:**

The role of LinkedIn Essentials is to serve as a strategic guide and skill-building foundation that empowers individuals to effectively use LinkedIn as a tool for career advancement, professional networking, and personal branding.

**Challenges and Opportunities:****Challenges of LinkedIn Essentials**

1. Lack of Awareness and Digital Literacy
  - Many users, especially students or non-tech professionals, are unaware of LinkedIn's full capabilities.
  - Misconception that LinkedIn is only for jobseekers or specific industries.
2. Incomplete or Poorly Optimized Profiles
  - Users often leave profiles incomplete, unbranded, or without impactful keywords—reducing visibility.
3. Passive Participation
  - Majority of users are passive (non-posting), missing out on engagement-based growth and networking potential.
4. Fear of Personal Branding
  - Some professionals hesitate to showcase achievements or share content due to fear of judgment or lack of confidence.

**Opportunities of LinkedIn Essentials**

1. Professional Visibility & Personal Branding
  - Enables individuals to build a unique professional identity visible to recruiters, clients, and collaborators globally.
2. Strategic Networking
  - Creates meaningful connections that can lead to mentorship, collaborations, partnerships, or job offers.
3. Career Advancement Tools
  - Job alerts, recruiter insights, "Open to Work," and recommendations improve access to career opportunities.
4. Learning & Upskilling
  - Integration with LinkedIn Learning allows users to continuously develop skills and display certifications directly on their profile.

**Q &A and Interactive Discussion:**

An interactive session on LinkedIn Essentials was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

**Future Scope:**

The **future scope of LinkedIn Essentials** is expansive as digital networking, personal branding, and virtual recruitment continue to reshape the professional landscape. It is poised to become an essential skill set across all sectors, educational levels, and career stages.

**Appropriate caption for the webinar:**

Student & Early Career Audience  
Career-Focused  
Professional and Informative

**IIDE**  
INDIAN INSTITUTE OF DIGITAL EDUCATION

**IIHMR UNIVERSITY**

*Master Class*  
Episode 28

# LinkedIn Essentials

**Friday, March 26, 2021**

04:00 PM to 05:00 PM (INDIA)

**SPEAKER**  
**Ms. Dhwani Shah**  
Trainer  
IIDE, Mumbai

**WELCOME**  
**Dr. P.R. Sodani**  
President (officiating)  
IIHMR University, Jaipur

**MODERATOR**  
**Dr. Sandesh Kumar**  
Associate Dean  
(Hospital Management)  
Institute of Health Management Research  
IIHMR University, Jaipur

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# Master Class Episode 28

Date: 26/03 /2021 (04:00 PM to 05: 00 PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch
1	Aakash Simon	MBA HM Batch 23 (2018-20)
2	Aastha Bedi	MBA HM Batch 23 (2018-20)
3	Aayushi Sharma	MBA HM Batch 23 (2018-20)
4	Abhinav Arora	MBA HM Batch 23 (2018-20)
5	Abhishek Sen	MBA HM Batch 23 (2018-20)
6	Abhishree Agrawal	MBA HM Batch 23 (2018-20)
7	Annie Tauro	MBA HM Batch 23 (2018-20)
8	Anukriti Kamal	MBA HM Batch 23 (2018-20)
9	Ashima Gabgotra	MBA HM Batch 23 (2018-20)
10	Ashish Yadav	MBA HM Batch 23 (2018-20)
11	Atul Kini R	MBA HM Batch 23 (2018-20)
12	Avdesh Gupta	MBA HM Batch 23 (2018-20)
13	Avranava Singha Roy	MBA HM Batch 23 (2018-20)
14	Ayushi Sahastrabudhe	MBA HM Batch 23 (2018-20)
15	Ayushi Sharma	MBA HM Batch 23 (2018-20)
16	Bhaskar Sen	MBA HM Batch 23 (2018-20)
17	Akanksha Bhatia	MBA HM Batch 24 (2019-21)
18	Akansha Gupta	MBA HM Batch 24 (2019-21)
19	Amit Kumar Thakur	MBA HM Batch 24 (2019-21)
20	Anirudh Singh	MBA HM Batch 24 (2019-21)
21	Anubhav Sharma	MBA HM Batch 24 (2019-21)
22	Archita Sinha	MBA HM Batch 24 (2019-21)
23	Arpit Tripathi	MBA HM Batch 24 (2019-21)
24	Astha Sharma	MBA HM Batch 24 (2019-21)
25	Atharva Tushar Bahad	MBA HM Batch 24 (2019-21)
26	Baijnath Thakur	MBA HM Batch 24 (2019-21)
27	Dipshi Aggarwal	MBA HM Batch 24 (2019-21)
28	Gurpreet Singh	MBA HM Batch 24 (2019-21)
29	Hansika Parwani	MBA HM Batch 24 (2019-21)
30	Harleen Kaur	MBA HM Batch 24 (2019-21)
31	Juhi Singh	MBA HM Batch 24 (2019-21)

