

# Postgraduate Certificate Personal Branding on LinkedIn





## Postgraduate Certificate Personal Branding on LinkedIn

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/personal-branding-linkedin](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/personal-branding-linkedin)

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# 01

# Introduction

Nowadays, Personal Branding on LinkedIn has become an indispensable tool for any professional who wants to stand out in the labor market. The platform offers a great opportunity to showcase valuable skills and knowledge, which can help enhance professional networking and attract job opportunities. For this reason, TECH Global University offers communication professionals this degree as an excellent option for those seeking to progress in the management of Personal Branding for professionals and companies. All this, in addition, in a 100% online pedagogical format, which allows greater flexibility to organize academic resources according to the needs of each student. A unique opportunity to acquire the skills and knowledge necessary to expand employment options in an increasingly competitive market.





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*This 6-week University Course will allow you to specialize in Personal Branding on LinkedIn"*



Creating a strong and consistent personal brand on LinkedIn is increasingly important for professionals looking to stand out in the job market. A correct Personal Branding strategy in this social network can help improve visibility and attract job opportunities, as well as allow for better online reputation management.

In this sense, this platform offers a unique opportunity for personal and professional growth. However, it requires a correct strategy and creation of quality content, according to the objectives and goals of each person or company. For this reason, TECH Global University has created this Postgraduate Certificate in Personal Branding on LinkedIn, which offers a complete and updated teaching in the discipline.

A program that delves into the design of an effective profile, content strategy, interaction with other professionals on the platform and online reputation management over the Postgraduate Certificate of 150 teaching hours. All this, in addition to innovative didactic material, designed to provide students with practical tools and knowledge to develop a personal brand on LinkedIn.

In this way, TECH Global University offers communication graduates an excellent academic option characterized by its flexibility. Students only need a device Digital with an Internet connection to be to visualize, at any time, the contents hosted on the virtual platform. An ideal academic option to reconcile the most demanding daily responsibilities.

This **Postgraduate Certificate in Personal Branding on LinkedIn** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical case studies presented by experts in Communication, Marketing and Public Relations
- ♦ The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Develop practical skills to manage online reputation and improve brand image in professional oriented networks"*

“

*TECH Global University adapts to you and for this reason has designed a Postgraduate Certificate, accessible at any time of the day, from your computer with an internet connection”*

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Evaluate and analyze the performance of your LinkedIn strategy using the latest tools and adapt your actions based on the results.*

*An academic option that will allow you to build a solid and coherent personal brand on the LinkedIn platform.*



# 02 Objectives

By taking this program, students will gain intensive learning on how to design an effective profile, how to create and publish relevant content, how to interact with other professionals in the network and how to manage online reputation. To this end, it has innovative pedagogical tools, developed by an excellent teaching team specialized and consolidated in the sector.







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*Expand your professional possibilities through this flexible Postgraduate Certificate with the best didactic material in the academic market"*



## General Objectives

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- ♦ Identify and define the main elements to effectively develop and manage a personal brand
- ♦ Discover the elements that will help you work on your personal brand identity
- ♦ and achieve coherence
- ♦ Work in depth on the strategic elements that will form the basis of your messages and personal story
- ♦ Develop the message in its different rational and emotional forms
- ♦ Conceptualize a content strategy in line with the personal brand
- ♦ Examine the possibilities offered by the main social platforms for the design of effective personal branding strategies
- ♦ Identify the steps for the development of a strategic plan for personal branding in social media, establishing objectives and KPIs to measure results
- ♦ Analyze and define the main elements that make up an optimized LinkedIn profile, compiling effective strategies to strengthen the digital presence on this platform
- ♦ Determine how to approach and improve the process of content creation
- ♦ Study success stories of personal brands in different sectors





## Specific Objectives

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- ◆ Develop an effective strategy to optimize the LinkedIn profile seeking to create a solid, credible profile that stands out from the average
- ◆ Identify the types of content that have the greatest impact on the audience LinkedIn audience as a basis for creating valuable and relevant content to strengthen professional reputation
- ◆ Determine a content pillar strategy as the basis for an editorial calendar of publications that convey the knowledge, stories, thoughts and messages that will concretize the personal brand on LinkedIn
- ◆ Examine effective techniques, formats and styles for publishing posts on LinkedIn
- ◆ Master the tactics to establish an active and engaged community on LinkedIn by using effective connection, interaction and loyalty strategies
- ◆ Evaluate and analyze the performance of the LinkedIn strategy, by monitoring metrics and analyzing audience activity and behavior in order to adjust and improve strategy in real time



*Get updated and relevant knowledge in the field of Personal Branding on LinkedIn in just 6 weeks"*



03

# Course Management

The teaching team of this Postgraduate Certificate has extensive experience in the field of Communication, Marketing and Public Relations. His extensive experience in the design and implementation of Social Media Branding strategies for companies in different sectors will allow students to obtain a quality education. Thanks to its closeness will, students will also be able to resolve any questions that may arise about the content of this, which will guarantee an Personalized Learning program.





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*Become an expert in Personal Branding on LinkedIn thanks to the excellent teaching team that integrates this 100% online University Course"*



## Management



### Ms. Vázquez Viaño, Laura María

- ♦ Director of Marketing and Digital Strategy at Torres and Carrera
- ♦ Director of Client Services and Chief Marketing Officer at Roi Scroll
- ♦ Head of Social Media and Digital PR at Havas
- ♦ Senior Communications & Social Media Consultant at Best Relations
- ♦ Account Executive Junior Advertising and PR- Noa Nogueira
- ♦ Teacher at Universidad Europea Miguel de Cervantes
- ♦ Teacher at Escuela Internacional de Marketing
- ♦ Teacher at Escola Superior de Relaciones Públicas de Barcelona
- ♦ Teacher at IEBS
- ♦ Degree in Advertising and Public Relations. Double Extraordinary End of Degree Award of the Xunta de Galicia and the University of Vigo
- ♦ Postgraduate degree in Search and Social Media Marketing from the University of Barcelona



## Professors

### Ms. Luque Díaz, Daniela

- ♦ Consultora Marca personal en LinkedIn
- ♦ Marketing Strategy Coordinator at KIND APP in Sweden
- ♦ Coordinator of Arts Programs in the Department of Arts and Humanities at New York University
- ♦ Management of the marketing strategy for the collection of accessories for the AITA brand fashion
- ♦ Project Manager / Marketing & Events at Top Gear Promotions in Dubai
- ♦ Eurofragance Dubai Operations Coordinator
- ♦ Business Development Director of Grupo Intercom in Barcelona
- ♦ Degree in Film & TV Production at the National University of Colombia
- ♦ Master's Degree in Entrepreneurship & Innovation from Sten K, Johnson Centre for Entrepreneurship Lund University
- ♦ Master's Degree in Public Relations& from ESERP Business School
- ♦ Master's Degree in Retail Management from the Autonomous University of Barcelona

# 04

## Structure and Content

The curriculum of this Postgraduate Certificate includes the design of an effective profile, the creation of relevant content and interaction with other professionals in the network, with the aim of improving visibility and attracting job opportunities. An advanced syllabus that will lead students to learn visibility and engagement strategies to build a personal brand on LinkedIn, which will allow them to stand out in the labor market through an unparalleled academic option.





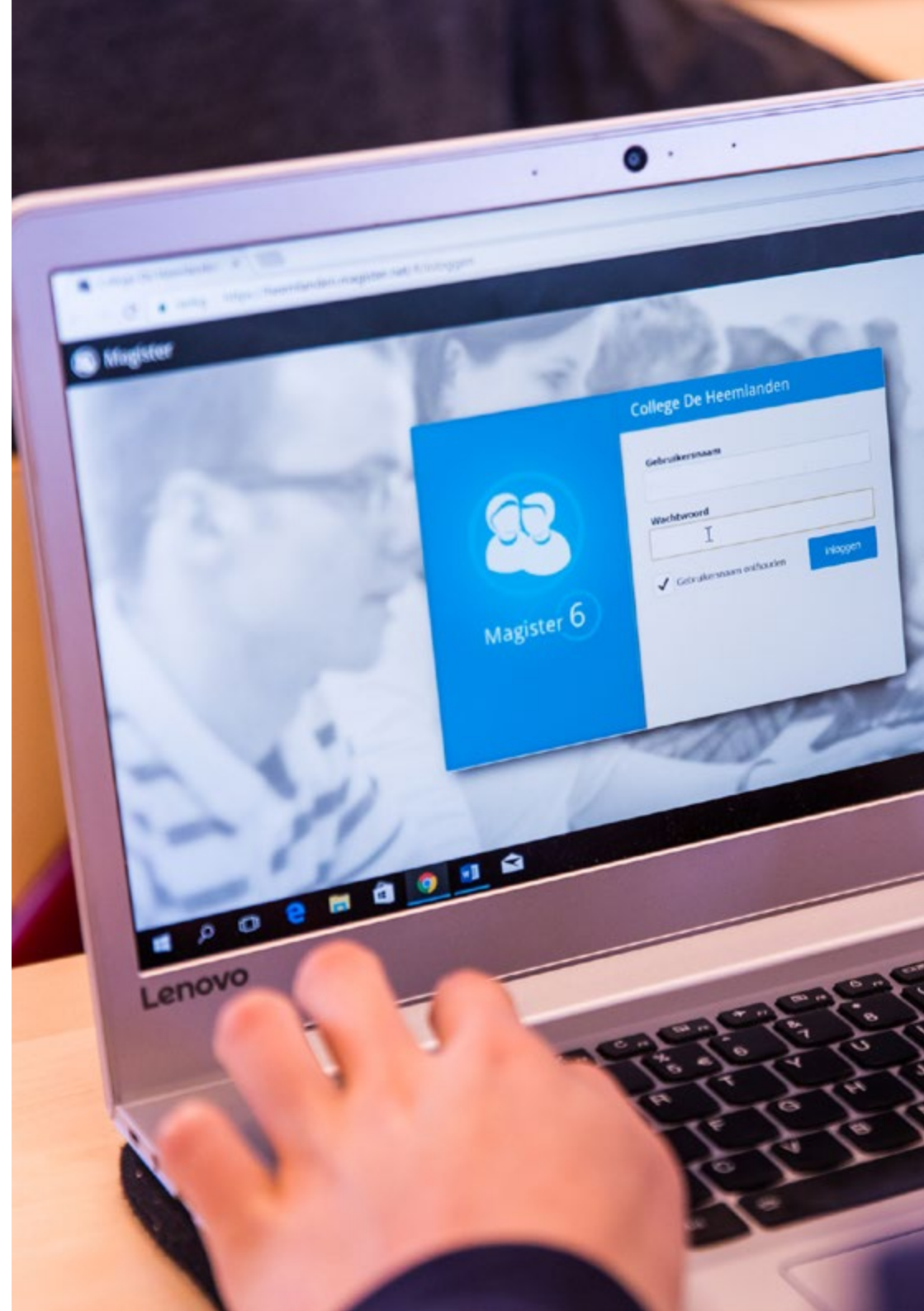
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*A comprehensive curriculum, developed by true specialists in Social Media brand management”*



**Module 1.** Personal branding on LinkedIn. Visibility and engagement strategies for building a personal brand on LinkedIn

- 1.1. Strengthening the Profile LinkedIn User Profile
  - 1.1.1. Analysis of a LinkedIn user profile
  - 1.1.2. Clarification of LinkedIn use objectives
  - 1.1.3. Identification of areas for improvement in the LinkedIn profile
- 1.2. Audience Building of followers on LinkedIn
  - 1.2.1. Definition of Audience on LinkedIn
  - 1.2.2. Tailoring the message to the audience on LinkedIn
  - 1.2.3. Audience Building of Publication on LinkedIn
- 1.3. Community of reference on LinkedIn
  - 1.3.1. LinkedIn content leader search
  - 1.3.2. Identification of other community members on LinkedIn
  - 1.3.3. Interaction and collaboration with other members of the LinkedIn community
- 1.4. Connecting with active users on LinkedIn
  - 1.4.1. Importance of finding active LinkedIn users
  - 1.4.2. Writing an invitation to connect on LinkedIn
  - 1.4.3. Interacting with new contacts on LinkedIn
- 1.5. Development of a solid content strategy through thematic pillars
  - 1.5.1. Identification and positioning of thematic pillars
  - 1.5.2. Identification of the thematic pillars in the strategy
  - 1.5.3. Development and maintenance of the thematic pillars over time
- 1.6. Linking thematic pillars to personal history. The Importance of Emotions
  - 1.6.1. Identification of stories related to the thematic pillars that build credibility and viral potential
  - 1.6.2. How to tell effective stories in LinkedIn
  - 1.6.3. How to connect personal stories with key messages on LinkedIn
  - 1.6.4. Creating a personal story of transformation for a first post on LinkedIn
- 1.7. Generation of impactful content on LinkedIn. Importance of inspiring and teaching
  - 1.7.1. Use of technical or scientific data related to the thematic pillars to create educational content
  - 1.7.2. Benchmarking: case studies of viral content creators on LinkedIn using these techniques
  - 1.7.3. Translating analysis into practice





- 1.8. Preparation of LinkedIn Posts
  - 1.8.1. Selecting the content and format with the greatest potential for LinkedIn posts
  - 1.8.2. Creating a variety of formats and styles for posts on LinkedIn
  - 1.8.3. Publication and follow up of the first posts on LinkedIn
- 1.9. Growing your LinkedIn account: followers and engagement
  - 1.9.1. Importance of Follower Monitoring in LinkedIn
  - 1.9.2. Monitoring of Follower Growth in LinkedIn
  - 1.9.3. Use of follower data on LinkedIn
- 1.10. Evaluation and adjustment of the editorial strategy
  - 1.10.1. Identifying trends and patterns in audience behavior
  - 1.10.2. Reinforcing strengths and weaknesses to improve editorial strategy
  - 1.10.3. Digital tools for an advanced use of LinkedIn
  - 1.10.4. Optimal use of LinkedIn as a tool to strengthen digital personal branding

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*A Postgraduate Certificate that will allow you to implement visibility and engagement strategies to highlight your clients on LinkedIn"*

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.



## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



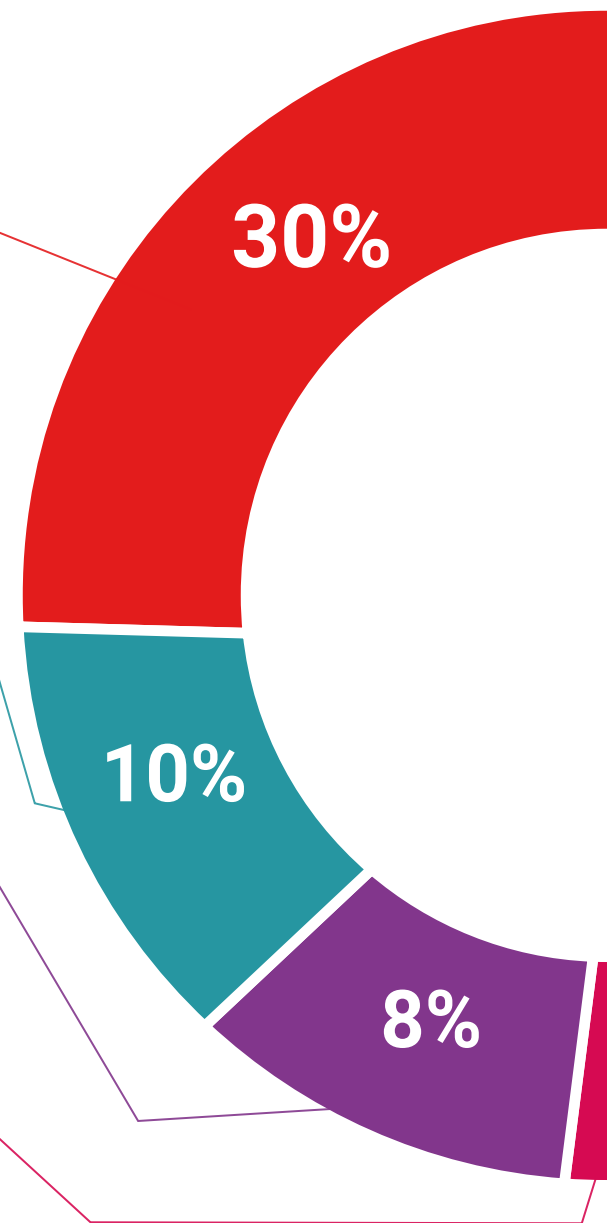
### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.





06

# Certificate

The Postgraduate Certificate in Personal Branding on LinkedIn guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate on Personal Branding on LinkedIn** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate on Personal Branding on LinkedIn**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
online training  
development languages  
virtual classroom



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