



**Sandip Foundation's  
Sandip Institute of Technology & Research Centre, Nashik  
Department of Management Studies  
Academic Year 2020-21**

**Guest/Expert Talk/Webinar Lecture on “How to Leverage LinkedIn ”**

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**Event Title: “Webinar on How to Leverage LinkedIn”**

**Date: 04<sup>th</sup> June 2021**

**Conduction Duration: 2Hours**

**Venue: Virtual Platform of Google Meet**

**Resource Person: Mr Ajinkya Chopade ( Entrepreneur, International Author & Educator )**

**Coordinator: Prof Prabodhan Patil**

**Objective:**

- 1. To Introduce Students to LinkedIn as a Learning Tool**
- 2. To give Insight to students how to leverage LinkedIn to build up a professional career**

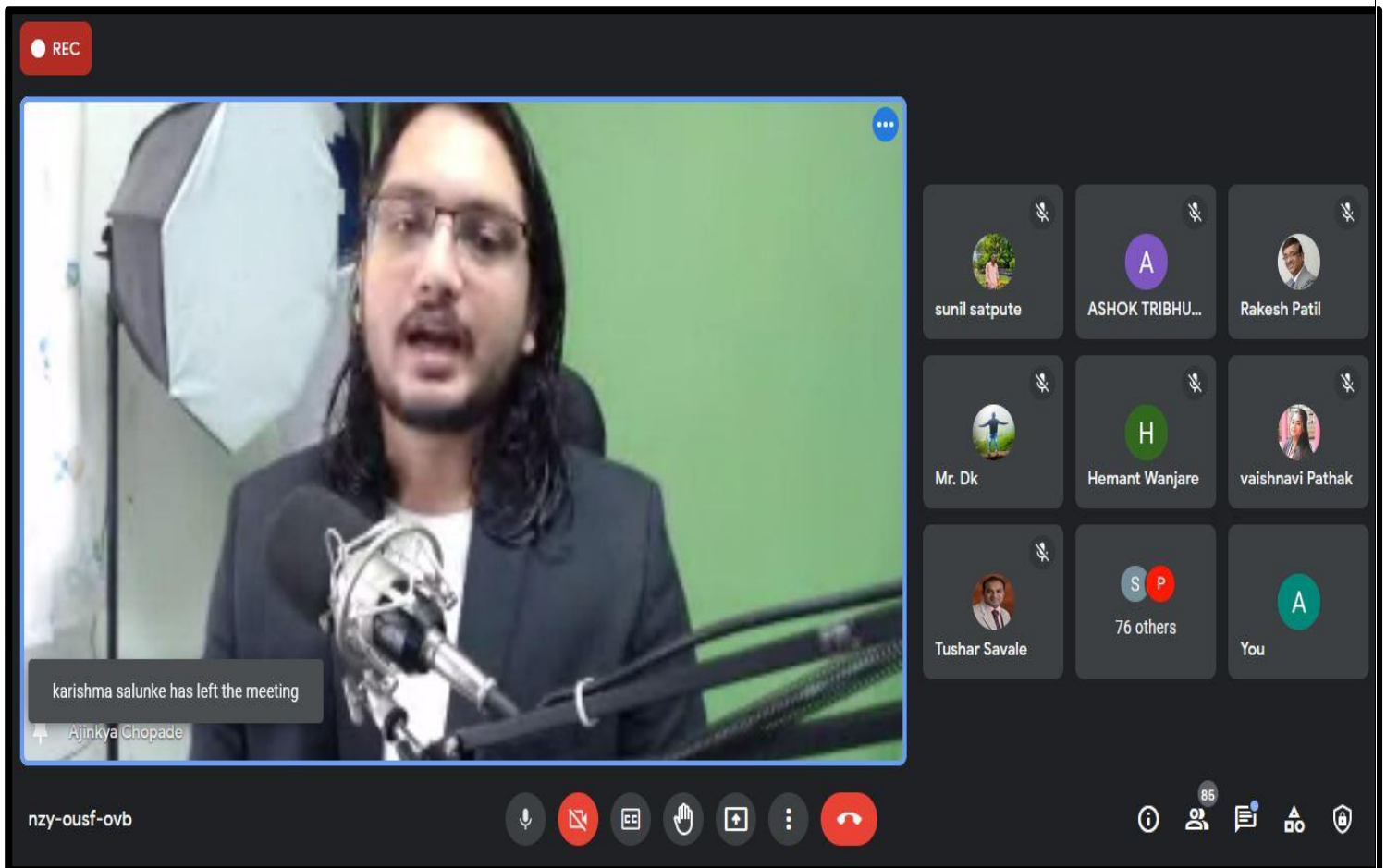
### ***About The Program:***

Department of Management Studies had organized a Webinar on “**Webinar on How to Leverage LinkedIn**” for MBA Students. The Guest speaker for the same was *Mr Mr Ajinkya Chopade* who is an *Entrepreneur and International Author as well as Educator* . The Speaker in his introductory speech briefed LinkedIn and what are the uses of it. He also gave an online demo how to use LinkedIn and how prepare the profile of the same. Speaking more about it can be summarized in following way as a fast-growing global professional network, LinkedIn is an excellent resource for both business professionals and students who aren't actively looking for work. With over 200 nations represented and a reputation as one of the most successful businesses in recent years, it's no surprise that business professors talk about LinkedIn in their classes (Conner, 2013). Students may differentiate and advertise themselves and expand their networks by becoming familiar with LinkedIn and creating excellent professional profiles, which is essential in today's competitive employment market. Additionally, the authors intend to start a LinkedIn club for business educators and a blog where they can exchange teaching ideas on how to integrate social media and LinkedIn into college classes. Additionally, more empirical research based on survey data or outcomes-related information are needed to assess the long-term effects of LinkedIn use on students both while they are in school and after they graduate.

### ***Outcome:***

***1. Students learnt about basics of LinkedIn& How to use it for landing at dream Job***

# Photographs:



REC Ajinkya Chopade is presenting

Measure your sales success with Social Selling Index  
Sales Navigator can boost your Social Selling Index by 20%

Find leads and close deals with LinkedIn Sales Navigator

Find the right decision makers | Shorten your sales cycles | Virtually connect with your buyers

sunil satpute | ASHOK TRIBHU... | Rakesh Patil  
Mr. Dk | Hemant Wanjare | vaishnavi Pathak  
Ajinkya Chopade | 75 others | You

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REC Ajinkya Chopade is presenting

# SOCIAL MEDIA RECRUITERS CHECK

Platform	Percentage
LinkedIn	94%
Facebook	65%
Twitter	55%

sunil satpute | Ajinkya Chopade | Aakash Bagad  
Hemant Wanjare | ASHOK TRIBHU... | Tushar Savale  
Durgesh Ramaiya | 72 others | You

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REC Ajinkya Chopade is presenting

Digital marketing in Mumbai, Maharashtra...

**Digital Marketing Intern**  
Spoon  
Mumbai, Maharashtra, India · Remote  
Actively recruiting  
Promoted · Easy Apply

**Digital Marketing Specialist**  
Propella Realty Pvt Ltd  
Mumbai, Maharashtra, India  
Actively recruiting  
Promoted · Easy Apply

**Digital Marketing Intern**  
Pico Digital  
Mumbai, Maharashtra, India · Remote  
Actively recruiting  
Promoted · Easy Apply

**New Associate-Content Management**  
Acadventure in India  
Mumbai, Maharashtra, India  
2 connections work here

**Digital Marketing Intern**  
Spoon · Mumbai, Maharashtra, India · Remote · 18 hours ago · Over 200 applicants

Internship  
51-200 employees  
See recent hiring trends for Spoon. Reactivate Premium  
Actively recruiting  
Easy Apply Save

Roles & responsibilities may not be well defined.

Roles & Responsibilities include:- Design digital media campaigns aligned with business goals- Coordinate the creation of digital content (eg. website, blogs, press releases, Social Media: facebook, LinkedIn, Twitter etc) Manage end to end digital projects.

- You could be a graduate/MBA/Dropout. We need achievers
- hands on experience in SEO (off page & on page)
- website speed optimization
- A/B testing tools
- Solid content creator
- funnel optimization
- Review channel - building re-marketing and shopping budgets.

Hemangi joshi has left the meeting

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Ajinkya Chopade, Rutuja Kale, Hemant Wanjare, Rugved Khandare, Naresh Murkute, Sakina Vohra, Payal Shinde, 43 others, You

**Sandip Foundation's**  
**Sandip Institute of Technology & Research Centre, Nashik**  
**Department of Management Studies (MBA)**

**ORGANISES AN WEBINAR ON 4TH JUNE, 2021 AT 11:00 AM**

# IMPORTANCE OF LINKEDIN

Chance to learn how to leverage the platform for career opportunities

**REGISTRATION MANDATORY**

**ORGANISING COMMITTEE**  
Prof. Dr. Sanjay T Gandhe  
Principal  
Prof. Dr. Rakesh S. Patil  
Head - MBA  
Mr. Prabodhan U Patil  
Coordinator

Session by  
**Mr. Ajinkya Chopade**  
Entrepreneur, Author & Educator