

# LinkedIn for Local Government Leaders

## Leveraging LinkedIn for professional networking and community engagement

### Synopsis

A practical workshop designed to help Local Government leaders leverage LinkedIn effectively for professional networking, community engagement, and promoting council initiatives while maintaining appropriate boundaries and transparency. This program is suited to Mayors and Councillors, senior council staff and community engagement professionals.

### Course Content:

- **Profile optimisation:** crafting professional headlines, summaries, and experience sections that reflect public service roles.
- **Content strategy:** what to share, when to share, and how to balance personal professional insights with council business
- **Network building:** connecting with other local government leaders, industry professionals, and key stakeholders.
- **Community engagement:** responding to comments, participating in relevant discussions, and building trust through authentic interaction.
- **Compliance considerations:** understanding boundaries around political content, confidential information, and council vs personal views.
- **Crisis management:** handling negative comments or controversial topics professionally.
- **Measuring success:** tracking engagement and building meaningful professional relationships.

### Our trainers

Our specialist facilitators bring years of Local Government training experience to guiding and inspiring participants, helping them build confidence and capability across a wide range of disciplines. Join us for this lively, instructor-led, interactive, and practical course designed to enhance skills and support participants in navigating real-world challenges.

### Audience

- Supervisors
- Managers
- Senior Leaders
- Team leaders

### Workshop details

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| <b>Delivery:</b>   | Virtual.                       |
| <b>Duration:</b>   | 3-4 hour interactive workshop. |
| <b>Class size:</b> | Max 15.                        |
| <b>Price:</b>      | On request.                    |