



The Institute of Development Professionals in Education (IDPE) - a case study

For IDPE delegates: How to leverage LinkedIn for your personal brand

Background

The IDPE is an organisation which supports independent and state schools who are actively involved with fundraising from alumni and parents to foster community engagement and philanthropy. It is also a registered charity.

Results and Impact

Delegates who attended the session gave excellent feedback with the following comments:

'I learnt a lot and am using LinkedIn in a new way now!'

'A couple of useful tips and I have just posted for the first time - thanks for giving me confidence.'

'Excellent, short sharp session.'

'The presentation was great, especially for someone who hasn't historically used LinkedIn. I especially liked the advice to turn certain settings off and the QR code option.'

Conference organisers said, 'Really informative and particularly loved the very practical tips shared that we could all get on and use straight away.'

CHALLENGES

The IDPE recognises the value that LinkedIn brings in building relationships and creating networks with alumni and supporters. We were asked to run a session at its annual conference to help its members have a better understanding of LinkedIn. The IDPE had received feedback from members that they knew LinkedIn could be a fantastic tool for them if they were more knowledgeable about it, with an ideal opportunity to address it at the conference. This was held at the East Midlands Conference Centre and is a major annual event for them.

SOLUTIONS

We were asked to provide a 30 minute LinkedIn presentation as part of The IDPE's 6 Steps to Success sessions. We created the session "Leveraging LinkedIn for your Personal Brand", focusing on communicating the opportunity LinkedIn provides whilst also including practical activities which delegates could follow along with in the session.

We explained -

- Why having an optimised profile matters for being found on the platform
- Why you need a personal brand (and what it is)
- Why being active leads to more profile views

We also included practical activities such as adjusting useful settings on the app and how to use connection tools such as the QR code.



Quality of the presentation



Practical tips



Quality of the speakers



ABOUT ELLA ORR

Ella is a former teacher and a trained social media marketer. Since being active on LinkedIn from 2018, she has grown her network to over 5.2K followers. Ella specialises in personal branding and is a speaker and podcast guest.



ABOUT BETH KIRK

Beth spent 18 years in corporate business before training as a social media marketer. She has owned her business for over 5 years and now specialises in the platform LinkedIn, on which she has trained hundreds of people.

Contact us on beth@sociallyoxford.co.uk / ella@muchmoresocial.co.uk for training packages