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REPORT ON
Social Media Profiling-Linked in

Date: 08.07.2025	Venue: Business Analytics Lab
	Conducted By : Center For Career Development Resource Personal: Mr.Suhas K Rajput , Entrepreneur-Proficient minds
Overview: As part of the Employability Skills initiatives for MBA 2nd semester students (Batch 2024–26), a special session was organized on Social Media Profiling , conducted by Mr. Suhas Rajput from LinkedIn . The session highlighted the importance of building a strong digital presence and how platforms like LinkedIn can be strategically used to enhance career opportunities. Mr. Rajput provided students with valuable insights into creating impactful profiles, professional networking, and leveraging LinkedIn for internships and placements.	
Objectives : • To create awareness about the role of social media in employability and career growth. • To guide students on building professional LinkedIn profiles. • To highlight best practices in digital networking and personal branding. • To train students in optimizing their online presence for recruiters and industry leaders. • To help students understand the importance of aligning social media identity with career goals.	
Agenda/Flow of the session: • Introduction: Overview of LinkedIn as a professional networking platform. • Profile Building: Step-by-step guidance on profile setup and optimization. • Networking Skills: How to connect and interact with professionals effectively. • Recruiter's Perspective: Insights into how companies view social media profiles during hiring. • Q&A and Hands-on Guidance: Students received personalized tips on enhancing their profiles.	
Key Highlights:	

- Importance of **headline, summary, and keywords** in LinkedIn profiles.
- Guidance on using **recommendations, endorsements, and activity** to boost visibility.
- Do's and Don'ts of online professional behavior.
- Real-time demonstrations of effective LinkedIn profiles.
- Students learned how to use LinkedIn to **showcase achievements, projects, and certifications**

Takeaway of the Session:

The session equipped students with practical knowledge on **social media branding and networking**. Students understood the **strategic importance of LinkedIn in career building** and gained confidence in optimizing their digital profiles to attract recruiters. The session was interactive, highly engaging, and left students motivated to develop a strong professional presence online.

Photo:



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Dr.Purushottam Bung
Professor & Director RVIM