

Thursday, June 17th @ 10:00-10:45AM, Part 2

LinkedIn Workshop for Professionals

Kelly McDonald

Senior manager of social media at the Ohio State University Wexner Medical Center



Kelly McDonald is the senior manager of social media at the Ohio State University Wexner Medical Center. She has more than 10 years of social media experience, with seven years focused specifically in the health care industry.

Presentation Description:

- Set up and complete your LinkedIn profile
- Navigate the LinkedIn platform to connect with others in your industry
- Create updates and long-form posts to position yourself as a thought leader in the industry
- Utilize best practices to get the most out of your LinkedIn presence