

# Why Training Your Employees on LinkedIn Is So Important Today

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Providing LinkedIn training to your employees is a smart investment worth making for many reasons.

For starters, to be truly successful at LinkedIn as an organization and to harness the power of LinkedIn for lead generation and brand building, you need to tap into your employees' valuable professional networks.

What holds most people back from posting to social media is that they don't know how to do it, they feel like they don't have anything to post or they feel like they don't have the time to do it.

If you show them that it's not hard and it's worth their while, they'll start to do it.

What I find often works is showing them success stories of their colleagues and especially their competitors. That usually gets them motivated.

Most people just need to be shown how to share content and need help building their networks.

I have found that doing this via Zoom to be just as effective as sitting with people at their desks pre-pandemic.

In fact my social media training business has been busier during the past 22 months than it ever (not to mention more efficient due to Zoom).

Some of my clients have me do LinkedIn profile trainings and others are investing in LinkedIn workshops and group trainings over several months where they learn from me and from each other.

Other clients also have me train their employees on how to use Twitter, Facebook and Instagram too.

Investing in your people to help them leverage the power of LinkedIn and build their professional brands is a smart business move.

Your company will benefit and so will your employees.

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So what's stopping you from investing in training your people on the most important social media business platform?

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National Law Review, Volume XII, Number 20

Source URL: <https://natlawreview.com/article/why-training-your-employees-linkedin-so-important-today>