



Invitation

Career Talk: **Building your professional brand on LinkedIn**

The **Unisa Directorate: Counselling and Career Development** invites all students to our upcoming **Career Talk: Building your professional brand on LinkedIn**. This session will focus on how you can use LinkedIn strategically to build a professional online presence, showcase your strengths, and position yourself for future career opportunities.

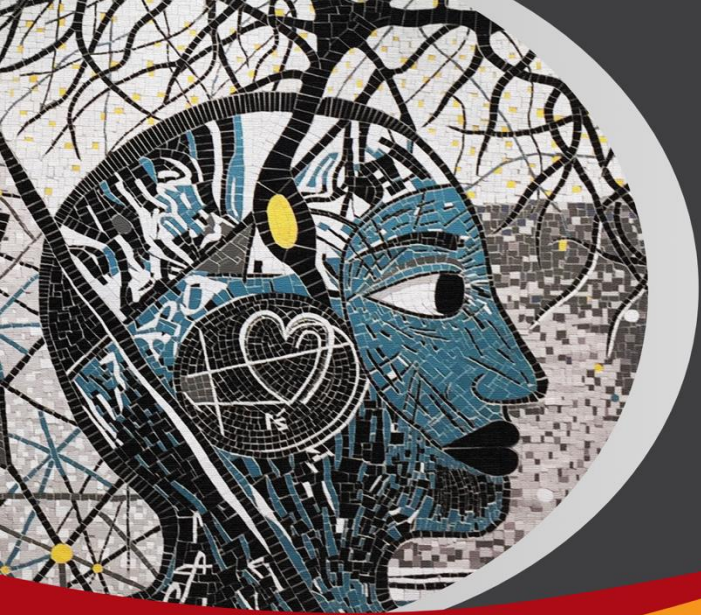
Our guest speaker will guide you through practical tips and strategies for creating or improving your LinkedIn profile, communicating your value effectively, and using the platform to support your career development, networking, and visibility in today's digital world.

Date: 7 May 2026
Time: 12:00-13:30

**Register for the online
career talk**

<https://tinyurl.com/bddbx8zj>





Programme

Career Talk: **Building your professional brand on LinkedIn**

7 May 2026

12:00	Welcome	Ms Mandu Makhanya Unisa Directorate: Counselling and Career Development
12:05	Building your professional brand on LinkedIn	Ms Boipelo Soko Recruitment Manager, McKenzie Baker
12:50	Q & A	Ms Leza Deyzel Unisa Directorate: Counselling and Career Development
13:20	Vote of thanks	Mr Bheki Mzobe Unisa Directorate: Counselling and Career Development