

# Using LinkedIn to Market Your Career Services

By Ani Titus, Karol Taylor, and Le Tuan Anh

Thu Nov 13/Fri Nov 14, 2025

As Career Practitioners, we often need to expand our audience and let others know about the services we offer. LinkedIn provides an excellent way to attract the interest of both potential clients and other professionals in related fields who might refer clients to us. Often, a rich source of referrals can come from those working in a related service agency who cannot provide the services that we provide. Let these other professionals know the type and quality of your services by posting on LinkedIn. This “How to” webinar will take you through the process of posting, and reposting (a very important skill), as well as other tips for using this valuable social media channel. This webinar is for beginners, but those with experience are welcome to join and add tips of their own.

Please find the time in your location:

Americas	Thu Nov 13	Asia & Pacific	Fri Nov 14
North America East Coast	9-10:30 PM	Samoa, New Zealand *	3 – 4:30 PM
North America Central	8 -9:30 PM	Southeastern Australia *	1 - 2:30 PM
North America Mountain	7 - 8:30 PM	South Australia *	12:30 – 2:00 PM
North America Pacific	6 - 7:30 PM	Northeastern Australia, Guam	12:00 – 1:30 PM
Hawaii	4 – 5:30 PM	Korea, Japan	11 AM – 12:30 PM
		China, Taiwan, Philippines, Malaysia, Singapore, Western Australia	10 -11:30 AM
		Vietnam, Cambodia, Laos, Indonesia	9 - 10:30 AM
		Bangladesh	8 – 9:30 AM
		Nepal	7:45 – 9:15 AM
		India, Sri Lanka	7:30 – 9 AM
		Pakistan, Kazakhstan	7 – 8:30 AM
		Azerbaijan, UAE	6 – 7:30 AM

\* We believe this region is observing daylight savings time

Cost: Members: Free, Non-members: \$10

[Register here](#)



**Ani Titus, Co-Founder of Ask-A-Student and UCLA-Certified Global Career Counselor,** is versatile, customer-focused professional skilled in career counseling, strategy, and process optimization. Entrepreneurial and results-driven, she thrives on learning, solving challenges, and delivering impactful, lasting solutions. Ms. Titus is a passionate and driven individual committed to empowering students on their educational journeys. With a strong sense of purpose, she strives to guide students with honest advice and help make complex decisions feel simple. Whether through mentorship or behind-the-scenes support, she brings heart, insight, and dedication to everything she does.

**Karol Taylor** is an expert LinkedIn user and served as the Public Relations Chair of the Maryland Career Development Association for over 20 years and has been very active in using Social Media to promote APCDA events. She is an expert in the US Federal Job Search and author of a book on that subject. Ms. Taylor also has expertise in leadership and organizational development. She is often consulted on issues such as careers in the US Federal Government and the impact of the recent downsizing of the US Federal Government.



**Tuan Anh Le**, is one of the first-generation career professionals in Vietnam. He is the author of 5 bestselling books on career and personal development topics. His strength is to use social media to interact and convey career messages to clients. He has a career blog with 4 million views, a career podcast with 250K listeners and a career TikTok channel with 150K followers. He is the career manager at AV Careers – a company that provides online career services. He is also a guest lecturer at many prominent universities in Vietnam.