Design Document: LinkedIn: Getting Started

Course Description

Learn how to create your Profile on LinkedIn, how to strengthen it by adding sections that tell a meaningful story, and how to add professional Connections in part two of our LinkedIn series.

**Curriculum Track**

Job & Career

**Audience**

Adults

**Course Length**

90 minutes

**Training Method**

Instructor-led hands-on

**Purpose**

To help new users start creating their LinkedIn profiles and making connections.

Equipment Requirements

Projector and projection screen; computer with internet access for instructor and each participant; laser pointer (recommended)

Software Requirements

Windows 7, Web browser with internet access ([www.linkedin.com](http://www.linkedin.com))

Material Requirements

Pens or pencils, handouts, participant surveys

**Learning Objectives**

By the end of the session, learners will be able to:

* Log in to their LinkedIn account
* Begin developing their user profiles
* Locate and add Connections

**Assessment Technique(s)**

Successful completion of class activities

Content Outline

**Agenda (2 mins.)**

* Creating an Account
* Creating a Profile
* Adding Connections

**Topics, Talking Points, and Activities (85 mins.)**

* Explain to participants that the bulk of this class will be spent talking about and developing their user profiles.
* Poll participants to see who already has a LinkedIn account and who needs to create one. If any need to create one, proceed to the next section, *Creating an Account*; if all participants have registered, have them log in and skip ahead to *Creating a Profile*.
* Creating a Profile
* Remind participants that there are many sections that can be added to their profiles. Tell them the focus of this class is the sections listed in bold text. Briefly recap the following Profile Sections before moving on:
  + **Headline**- Contains basic info like name, job title, area, and industry
  + Language- Highlights any additional languages a user speaks
  + **Volunteering**- Highlights volunteer activities and organization information
  + Test Scores- Highlights test scores for certifications or other important tests
  + Patents- Highlights any patents a user holds
  + Causes You Care About- Highlights causes a user supports
  + Supported Organizations- Highlights organizations a user supports
  + **Publications**- Highlights any books, articles, or papers a user has written
  + **Certifications**- Highlights any professional certifications a user holds
  + Interests- Allows users to share info about their interests
  + Personal Details- Allows users to set contact information for their profiles
  + Posts- The area where users can share content such as articles, ideas, and links
  + **Summary**- Summarizes users’ most relevant experience and highlights specialties, if desired
  + **Experience**- Highlights past work experience and key job duties & accomplishments
  + **Projects**- Highlights large projects a user has been involved in
  + **Organizations**- Highlights professional memberships and groups a user participates in
  + **Education**- Highlights college degrees (or high school, if college isn’t applicable)
  + Skills & Endorsements- Highlights specific skills a user possesses and allows others to verify that a user has those skills through an Endorsement
  + Recommendations- Letters of recommendation received from Connections
  + Groups- LinkedIn Groups of which a user is a member
  + Following- Companies or Organizations a user is following for news and updates

**NOTE:** At this point, you either may do a live demo inside of LinkedIn or continue using the presentation slides, depending on your preference.

* How to Add Sections
  + If they aren’t already on the Profile page, ask participants to access it
  + Walk participants through the following steps to add a section to their profiles:

1. Click the **View More** hyperlink at the bottom of the **Add a section to your profile** area
2. Scroll through the list of options; when you find one you want to add, click on the gray hyperlink below it that says **Add** (insert name of the section)
3. Fill out the fields that appear inside the wizard
4. Click the **Save** button to add the information to your profile

* Headline
  + Discuss that the Headline is like the user’s virtual business card and that the purpose is to provide a two-second snapshot of who you are, where you work, where you went to school, and how to get in touch
  + Explain that it includes a picture; current job title & company; area & industry; current and past employers; education; number of connections; personalized LinkedIn URL, and contact info
  + Show the examples on the presentation slides and ask for their impressions on the Headlines

**ACTIVITY #1:** Give participants 5-10 minutes to begin working on their Headline section

* Summary
  + Explain that the summary should be a 2-3 sentence overview of skills, talent, and experience… something that provides a 30,000 ft view and hooks readers
  + Outline that the summary should uses strong, relevant key words; be comprised of a mix of business and interpersonal skills; and may include media files and specialties, if desired
  + Review the examples on the slides with participants, pointing out the elements you discussed; solicit their impressions on the Summaries

**ACTIVITY #2:** Give participants 5-10 minutes to begin working on their Summary section

* Experience
  + Point out that the Experience section is similar to the same section on a resume and that it is designed to outline professional work history
  + Share that there are two main formats people tend to use: Narrative (paragraph) or a bulleted list (though many use a combination of the two for effect)
  + Emphasize the use of strong, action-oriented words and descriptions for activities
  + Explain that highlighting key accomplishments—particularly things that make money, save money, save time, or allow folks to do more with less—is a trend both for resumes & LinkedIn
  + Review the examples on the slides with participants, pointing out the elements you discussed; solicit their impressions on the Summaries

**ACTIVITY #3:** Give participants 5-10 minutes to begin working on their Experience section

* Projects & Publications
  + Explain that Projects & Publications allow users to post large projects and articles/papers/books (including URLs to link directly to the files)
  + Share that this is beneficial because it gives recruiters tangible work samples to review
  + Outline that any Projects & Publications appear both in their own sections & below the positions to which they are related and that others may be included as collaborators
  + Review the examples on the slides with participants, pointing out the elements you discussed; solicit their impressions on the Projects & Publications
* Education
  + Share that Bachelor’s Degrees and above should be included in this section (Associate degrees are optional, unless it was the only college degree earned)
  + Outline that if no college degrees were earned, high school can be used instead
  + Explain that including a graduation year and honors are optional and that there is debate about including the graduation year (some believe it enables age discrimination); based on this, advise users to include/omit information based on their personal preferences
  + Review the examples on the slides with participants, pointing out the elements you discussed; solicit their impressions on the Education samples
* Certifications
  + Explain that users can opt to include any professional certifications that lend credibility to their experience and/or past positions
  + Share that they also may list them after their names in the Headline section
  + Review the examples on the slides with participants

**ACTIVITY #4:** Give participants about 10 minutes to begin working on their **Projects & Publications**, **Educators**, and **Certifications** sections. If these sections don’t apply, have them continue working on their **Experience** sections

* Volunteering
  + Share that organizations like candidates who give back and including volunteer experience in LinkedIn is one of the more recent trends
  + Why? It shows a dedication to developing skill-sets, helps non-profits strengthen their brands, and shows social impact as a component of professional identity
  + Review the examples on the slides with participants
* Organizations
  + Explain that the organizations people associate and identify with tell another part of their professional stories, lend credibility, and show dedication to their fields of professional practice
  + Share that TONS of organizations have developed a presence on LinkedIn and that connecting with them allows users to engage in discussions with others, see job leads, and stay abreast of professional development opportunities
  + Review the examples on the slides with participants

**ACTIVITY #5:** Give participants about 10 minutes to begin working on their **Volunteering** and **Organizations** section. If these sections don’t apply, have them continue working on their **Experience** sections

* Making Connections
* Use the presentation slides in this section to explain the following about Connections:
* At some point, most people will be looking for another job and 94% of recruiters mine LinkedIn for info on candidates
* Employers who use LinkedIn to help them recruit are finding close to 50% increased satisfaction rates with candidates they hire
* Users should target connecting with anyone who is familiar with their work, past or present, including bosses, colleagues, employees, teachers, business owners, vendors, or organizations
* Share that there are many benefits to creating an online network including giving and receiving job leads, recommendations, and skill endorsements; collaborating on projects; asking for advice; sharing and locating professional development resources, and getting feedback on your profile
* Walk participants through the following steps for finding & adding a Connection:
  1. Click in the **Search** box at the top of the screen and type in a person’s name
  2. Click on the **Connect** button next to the desired Connection’s name

**NOTE:** If the **Connect** button doesn’t appear, click on the **Send “x” In Mail** link and then on the **Connect** button

* Next, direct participants to the **My Network** option in the black toolbar at the top of the screen; explain that the other options for adding Connections are available here
* Outline the steps for adding contacts from your email account, as listed below:

1. Click on the **Add Contacts** hyperlink under the **My Network** option
2. Enter the desired email address (if not already displayed) and click the **Continue** button
3. Sign into your email account and follow the prompts

* Next, outline the steps for finding potential Connections on LinkedIn, as listed below:

1. Click on the **People You May Know** hyperlink under the **My Network** option
2. Click on the **Connect** button under the desired Connection’s name to send them an invitation

**ACTIVITY #6:** Give participants about 5 minutes to begin searching for and adding Connections

**Wrap Up/Closing (3 mins.)**

* Ask participants if they have any questions
* Thank participants for coming and provide them with a handout
* Ask them to complete the class survey before leaving
* Remind participants that there will be an additional hands-on session next week followed by an open lab where they can drop in for help (optional, depending on your community)