Design Document: LinkedIn: Tips & Tricks

Course Description

Learn how to add a resume, endorse someone’s skills, ask for a Recommendation, participate in Groups, Follow Companies, and find Job information in part three of our LinkedIn series.

**Curriculum Tracks**

Job & Career

**Audience**

Adults

**Course Length**

90 minutes

**Training Method**

Instructor-led hands-on

**Purpose**

To help new users learn to use some of LinkedIn’s social networking features to strengthen their profiles and presence.

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:

* Endorse a Connection and ask for an Endorsement
* Recommend a Connection and ask for a Recommendation
* Find and ask to join a Group
* Follow a Company
* Find job information and save jobs/job searches
* Adjust Privacy Settings

**Assessment Technique(s)**

Successful completion of class activities

Content Outline

**Agenda (2 mins.)**

* Outline the following topics that will be covered in the class:
  + Endorsements
  + Recommendations
  + Groups
  + Companies
  + Jobs
  + Privacy Settings

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

**NOTE:** You can choose to do a live demo of the following features or illustrate the concepts using the PowerPoint slides.

* Endorsements
  + Explain that Endorsements are when Connections “vouch” that a user has a particular skill
  + Share that these are helpful to a profile because they highlight specific skills that Connections know users have
  + Explain that users should seek endorsements for skills they really want to highlight in some professional capacity such as conference proposals and job interviews
  + Point out that users can ask for skill endorsements from Connections as well as provide them for Connections
  + Explain that endorsements appear in the **Skills & Endorsements** section of the Profile (called **Skills** in the Public view)
  + Outline the following steps for requesting Endorsements:

1. In the top toolbar, click on the **Profile** hyperlink and select the **Edit** **Profile** option from the drop-down list
2. Scroll to the **Skills & Endorsements** section and click on the pencil icon  next to any of the skills listed
3. Click on **Yes** next to the **I want to be endorsed** option
4. Check the box next to the **Include me in endorsement suggestions to my connections** option
5. Check the box next to the **Show me suggestions to endorse my connections** option
6. Check or uncheck the box next to the **Send me notifications via email when my connections** **endorse me** option (depending on user preference)
7. Click the **Save** button at the bottom of the section
   * Next, explain that there are two methods of endorsing connections… with the wizard at the top of aConnection’sProfilepage or in their **Skills** section
   * Outline the following steps for endorsing a Connection:

Using the wizard:

1. Type the Connection’s name in the search box at the top of the screen and click on the Connection’s name when it appears
2. Click on the **Endorse** button below the skill you wish to endorse, or type a new skill into the **Type another area of expertise** box

In the **Skills** section:

1. Type the Connection’s name in the search box at the top of the screen and click on the search icon
2. Scroll down to the **Skills** section
3. Click on the plus sign **Endorse** button next to any of the skills you wish to endorse

**ACTIVITY:** Give participants about 5 minutes to ask for endorsements and endorse Connections

* Recommendations
  + Explain that Recommendations are like Letters of Reference written by and for Connections
  + Share that they are helpful to a profile because they provide testimonials about a user’s past performance at a job
  + Explain that users should seek Recommendations from those who know their work well and can help provide insight into their contributions and attributes
  + Point out that Recommendations appear in two places: the **Recommendations** section, and under the position for which they were written
  + Outline the following steps for requesting Recommendations:

1. Scroll to the **Recommendations** section of the Profile and click on the **Ask to be recommended** button that appears
2. On the **Recommendations** page, select a position from the drop-down list in the **What you’d like to be recommended for** box
3. Type a Connection name (you can enter up to 3) in the **Who do you want to ask?** box
4. Choose a relationship and position from the drop-down lists in the **What’s your relationship?** and **What was (insert Connection’s name) position at the time?** boxes
5. Type a personalized message into the **Write your message** box, or use the one that auto-fills, as desired
6. Click on the **Send** button
   * Explain that once a Recommendation has been sent from a Connection, a user will see it in the **Received** section of the **Recommendations** page
   * Outline the following actions a user can take regarding Recommendations he or she has received:
     1. Add it to his or her profile
     2. Ask for modifications to the Recommendation
     3. Hide or change the display order of his or her Recommendations
     4. Request additional Recommendations for any position
   * Next, outline the following steps for giving Recommendations:
7. Scroll to the **Recommendations** section of the Profile and click on the **Manage** button that appears (if already on the **Recommendations** page, skip this step)
8. Click on the **Give recommendations** link at the top of the page
9. Type the name of a Connection into the **Who do you want to recommend?** Box
10. Choose a relationship and your respective positions from the drop-down list in the **What’s your relationship?** and **What were your positions at the time?** boxes
11. Type your recommendation into the **Write a recommendation** box
12. Type a personalized message to your Connection into the **Your Message to** box
13. Click on the **Send** button

**ACTIVITY:** Give participants about 5 minutes to request a Recommendation and to write one for a Connection

* Groups
  + Explain that Groups is how users engage with organizations and their members (versus individuals) on LinkedIn
  + Share that Groups help users find others with similar interests, participate in “virtual” conversations, share information and articles with other members, find job leads, and get news about the organization
  + Explain that users interact with a Group by joining it, at which point they can adjust settings like how much content they see and whether or not the Group is visible on their Profile page
  + Outline the following steps for joining a Group if a user already knows the name:

1. Type the name of the group into the search box at the top of the page and click on the group name when it appears
2. Click on the **Ask to join** button next to the group name
   * Next, outline the following steps for browsing groups:
3. Click on the **Interests** hyperlink in the top toolbar and select **Groups** from the drop-down list
4. Click on the **Discover** link on the **Groups** homepage
5. Review the Connections that already belong to the group and click on the **Ask to join** button to request membership
   * Finally, explain how to adjust Groups settings:
     1. Click on the **My Groups** hyperlink in the toolbar
     2. Scroll to the desired group and click on the icon
     3. Click on the **Group settings** hyperlink
     4. Adjust the various settings, as desired, and click on the **Save Changes** button

**ACTIVITY:** Give participants about 5 minutes to search for and ask to join a Group

* Companies
  + Explain that Companies is the area where users see the news feeds for any businesses or organizations they follow

**NOTE**: If you are not following any companies the screen will be blank

* + Share that it’s more of a one-way communication stream than an interactive stream, like Groups
  + Explain that some find this feature helpful because users can learn a lot about a company’s culture, events, leaders, and job openings
  + Show the slide with an example of a company’s home page
  + Outline the following steps for searching for and following a company:
    1. Type the name of the company in the search box at the top of the page and click on the company’s name when it appears
    2. Click the **Follow** button
  + Share that once a user is following a company, their news feed is visible on the **Home** tab (**Interests** > **Companies** > **Home**)

**ACTIVITY:** Give participants about 5 minutes to find and follow a company

* Jobs
  + Explain that Jobs is the area of LinkedIn where users can search for employment
  + Share that as of June 2016, there are over 6.8 million active jobs posted on LinkedIn and a 2013 report identified that 94% of recruiters reported using LinkedIn to vet candidates
  + Share that Jobs contains features that allow users to save jobs and searches, email them notifications, and limit results to specific criteria, such as geographic area
  + Tell participants that users either apply for positions through LinkedIn or link to the hiring companies’ websites to apply, depending on what the company has set up
  + Outline the following steps for searching for jobs and applying location filters:
    1. Click on the **Jobs** hyperlink in the toolbar
    2. Type the desired keywords into the **Job title, keywords, or company name** box and enter the city or area into the **Location** box
    3. Click on the **Search** button
    4. To view a job, click on the **View** button
    5. Click on the drop-down list and select the desired proximity
    6. Check the appropriate box(es) from the list of options
  + Next, outline steps for saving a job as you show the accompanying slides:
    1. Click on the **View** button
    2. Click on the **Save** button
  + Outline the steps for saving a job search as you show the accompany slides:
    1. Click on the **Save search** hyperlink on the Jobs **Search Results** page
    2. Select the appropriate option from the **Alert** drop-down list
    3. Click on the button to save the search
  + Outline the options for accessing saved jobs and saved job searches as you show the accompanying slides:
  + From the Jobs **Search Results** page, click on the icon and select **Saved Searches** or **Saved Jobs**
  + From the **Jobs** homepage, click on the **See all saved jobs** hyperlink or **See all job alerts** hyperlink

**ACTIVITY:** Give participants about 5 minutes to search for a job, save a job, and save a job search

* Privacy Settings
* Share that you will show privacy setting options at a high level and encourage participants to adjust them at their convenience after class
* Explain that privacy settings are the controls that determine what information others can see regarding their profiles and activity
* Outline the following steps for accessing privacy settings:
  1. Hover over your profile picture in the upper toolbar
  2. Scroll to the **Privacy & Settings** option in the drop-down list and click on the **Manage** hyperlink
* Next, briefly discuss the following settings options:
  + **Profile privacy**
  + **Blocking and hiding**
  + **Data privacy and advertising**
  + **Security**

**ACTIVITY:** Give participants about 5 minutes to review and adjust some of their privacy settings

**Wrap Up/Closing (5 mins)**

* Ask participants if they have any questions
* Thank participants for coming and provide them with handouts
* Ask them to complete the class survey before leaving
* Remind participants that they can drop in for the LinkedIn Open Lab session next week if they want to continue working on their Profiles or have additional questions