



LINKEDIN ASSIGNMENT
Read carefully all the way through before beginning.

CONDITION 1: YOU DO NOT HAVE A LINKEDIN PROFILE

If you do not have a LinkedIn profile, use this condition to complete your assignment.

Steps 1 through 9 must be completed by 10/16 at 11:59 PM

Step 1: Go to LinkedIn.

Step 2: Follow sign-up instructions to create new profile.

Step 3: Follow this handout to create a standout student profile. Follow this guide to ensure your privacy settings are properly configured.

Step 4: Find and connect with me.

Step 5: Find and join at least one professional group that interests you.

Step 7: Find and follow at least one company that interests you.

Step 8: Find and post at least one article with content that relates to your professional interests.

Step 9: Add at least 5 skills to your profile.

Steps 10 through 12 must be completed by 10/23 at 11:59 PM

Step 10: Find two (or more) of your classmates and connect with them (if you are unable to find anyone, please email me as soon as possible BEFORE the 10/23 deadline to assist you). I will provide a list of links to your classmates' profiles after 10/16 deadline.

Step 11: Endorse these two (or more) classmates for at least two of the skills presented on their profiles.

Step 12: Answer the questions provided on page 3 in a Word Document. Upload document to SafeAssign link on Blackboard.

Unit 2:
Assignment 1
LINKEDIN




CONDITION 2: YOU ALREADY HAVE A LINKEDIN PROFILE

If you already have a LinkedIn profile, use this condition to complete your assignment.

Steps 1 through 9 must be completed by 10/16 at 11:59 PM

Step 1: Follow this handout to create a standout student profile. Follow this guide to ensure your privacy settings are properly configured.

Step 2: Examine your profile. Identify three areas of weakness and three areas of strength in your profile (include this in the doc you upload to SafeAssign).

Step 3: For the strengths, explain why you believe them to strengthen your profile (e.g., if you say, "I have a professional headshot," explain why that matters).

Step 4: For your weaknesses, correct them and explain what you did to correct them.

Step 5: Find and connect with me.

Step 6: Find and join at least one professional group that interests you.

Step 7: Find and follow at least one company that interests you.

Step 8: Find and post at least one article with content that relates to your professional interests.

Step 9: Add at least 5 skills to your profile.

Steps 10 through 12 must be completed by 10/23 at 11:59 PM

Step 10: Find two (or more) of your classmates and connect with them (if you are unable to find anyone, please email me as soon as possible to assist you). I will provide a list of links to your classmates' profiles after 10/16 deadline.

Step 11: Endorse these two (or more) classmates for at least two of the skills presented on their profiles.

Step 12: Answer the questions provided on page 3 in a Word Document. Upload document to SafeAssign link on Blackboard.



DISCUSSION QUESTIONS FOR BOTH CONDITIONS

GROUP

1. What professional group did you join and why? How do you plan on engaging with the group?
2. What types of discussions were people having in the group you joined?
3. List one question that you could pose to the group you joined.
4. What message do you think joining this group conveys to visitors to your profile?

COMPANY

1. What company did you follow and why? How do you plan on engaging with the company?
2. What types of information has the company posted on its LinkedIn profile?
3. Identify one employee of this company whose job most closely matches what you hope to do. Provide name, location, and job title of the employee. If you contacted this person, what is one question you might ask them?
4. What message do you think following this company conveys to visitors to your profile?

CONTENT

1. What did you post and why?
2. What message do you believe posting this content conveys to visitors to your profile?
3. Like AND comment on the content posting of ONE of the classmates you followed. List the name of the student you commented on and explain why you commented as you did. (You cannot simply comment, "I agree. Good work." You MUST leave a comment that generates thought.

SKILLS

1. What skills did you include and why?
2. What are some other skills you may add in the future?
3. How does adding these skills strengthen your value to future employers?
4. What effect do you believe skill endorsements have on how potential employers view you on LinkedIn?

FINAL QUESTION

What is one lesson you learned from this exercise that is not covered in the rest of the assignment?