

Lesson Plan 2 : STEP BY STEP TO LINKEDIN

LinkedIn is an online social network like Facebook or Twitter, but dedicated to professional networking and communication. A LinkedIn user's profile page is similar to an online resume. Users can share their contact information, career summary, complete work history, professional skills, formal education details, and more. LinkedIn is primarily used to network with professional connections but has evolved over time into a job search platform

Learning Objectives:

On successful completion of this unit students will be expected, at threshold level, to be able to.

- Understand and be able to explain the purpose of LinkedIn.
- Be able to create an account and fill out their profile information.
- Access information in all the basic tabs: Home, Profile, Contacts, Groups, Jobs, Inbox.
- Access and independently set LinkedIn Settings.
- Conduct a job search on LinkedIn

HOW TO CREATE A LINKEDIN ACCOUNT

Before writing your LinkedIn profile, you must create an account at [LinkedIn.com](https://www.linkedin.com). Fill out your name and email address then create a password. Click "Join Now." LinkedIn will then ask a series of questions to setup your account.

- **Location:** Enter your Country and Zip Code. This information helps LinkedIn curate jobs local to you and news articles trending in your area.
- **Most recent job title, company, and industry:** This helps build your profile and allows LinkedIn to offer suggestions for networking, jobs, and more.
- If you're a student, LinkedIn has you fill out your current school and graduation date.
- **Import Contacts:** By linking your email account with LinkedIn you can see which of your contacts already have LinkedIn profiles. Sending connection invitations to your existing contacts is a great way to build the foundation of your LinkedIn network.
- **Profile Photo:** Upload a professional headshot that is representative of your career goals.
- **What Are You Interested In?:** Follow hashtags, people, and companies to help build your newsfeed. Select topics relevant to your industry or career goal

WRITING A LINKEDIN PROFILE

Below your profile photo, name, and headline is your LinkedIn profile summary, also known as the About section. This section is underutilized or left blank by many LinkedIn users but serves as your introduction to anyone visiting your profile. With 2,000 characters to work with, the profile summary section gives you plenty of room to convey information that might not fit elsewhere in your profile.

Here are some top tips for writing an impactful summary.

Determine Your Audience

Before you begin writing your summary, take a moment to consider your audience and goals. The tone, language, or calls to action you include in your profile summary will depend on who you're trying to reach.

- If you've been applying for jobs online, your audience is a hiring manager following up on your application.
- If you're looking for the next step in your career, your audience includes recruiters using LinkedIn Search.
- If LinkedIn is a source of sales and partnerships for you, your audience is a potential new client.
- If you're eager to become known as an expert in your field, your audience is other ambitious members of your industry.

Clarifying your goals and audience beforehand helps lay down some guidelines before you begin writing.

WRITING YOUR WORK EXPERIENCE

The work experience section of your LinkedIn profile is similar to your paper resume but offers more room to expand on each position. List your complete work history and be sure to write a description for each entry. To add a new job to your profile, click the plus sign (+) at the top of the Experience section. When adding a new job, be sure to select the company from LinkedIn's suggestions rather than just typing it in. This will include you with other employees on the LinkedIn company page and allow recruiters to find you when they filter by company.

Here are some tips for writing a great Experience section.

Add Details to the Job Title

Much like the LinkedIn headline, simply typing your job title into the job title field -- e.g. "Accountant" -- is a wasted opportunity. The work experience job title fields are weighted heavily in LinkedIn Search and allow you to type up to 100 characters. Instead of just "Accountant," a more effective job title would be something like:

Accountant - CPA, Budget Forecasting, Financial Statement Analysis

This still shows that the user was an accountant, but also highlights their specialties and areas of focus while adding search terms to a high-impact field.

Keywords And Measurable Results

As you detail your core responsibilities, focus your attention on including search optimized keywords and measurable results. Adding keywords specific to the job and your skill set will help you appear higher in LinkedIn search results. Once a recruiter finds you in search, measurable results add legitimacy to your claims. Recruiters are less interested in *what you say you can* do compared to *what you've actually accomplished*. Show that you have the skills by listing the accomplishments that came as a result. For example, if "growth hacking" is one of your skills, discuss some of the specific methods you used and measurable results from a successful campaign.

WRITING YOUR EDUCATION SECTION

If your formal education feels like ancient history or your degree isn't relevant to your career, you might be tempted to leave it off your LinkedIn profile. At a minimum, be sure to list all the schools you attended and degrees you earned. This is important for two primary reasons: networking and search filtering.

Networking

When browsing open jobs on LinkedIn, information about your network is displayed at the top of job listings. One of the insights you're likely to see is how many alums work at the company. Clicking on the link produces a list of LinkedIn users that went to your school. Using your alma mater as an ice breaker, you might be able to contact someone at the hiring company and get a leg up on the competition. Additionally, a hiring manager or recruiter might be biased in your favor after seeing that you went to their school.

Search Filtering

When recruiters search LinkedIn, they have a number of filtering options to narrow their search, including location, past companies, and education. If it's part of the job requirements for the position they're filling, they're likely to set a filter based on education so that they only see candidates with a bachelor's or master's degree. If you've had a successful career as a software developer despite being an art history major in college, failing to include your degree on your LinkedIn profile could exclude you from recruiter searches.

TIPS AND TRICKS

Here are a few more ways to increase the impact of your LinkedIn profile.

➤ **Take A Great Profile Picture**

It's normal to have a casual or funny profile picture on some social networks, but professionalism is key on LinkedIn. This is especially important if you're applying for jobs or attracting recruiters. Your profile picture should not be a blurry candid, overly casual, or feature other people or animals. A hiring manager or recruiter may make sweeping professional judgements based on your bad profile picture. If you don't put any effort into your profile picture, they won't expect that you'll put effort into the job.

➤ **How To Take A Professional LinkedIn Profile Picture**

- Dress like you would for a job interview
- Stand in front of a background that is plain, bright, and isn't distracting
- Make sure you're well lit. Natural lighting is best
- Have someone take the photo for you (although selfies are OK if the angle is straight on and your arm isn't in the photo)

➤ **Increase Your Number Of Connections**

When someone performs a search on LinkedIn, 1st, 2nd, and 3rd degree connections appear higher in the results than out-of-network users. Each new 1st degree connection you make increases your number of 2nd and 3rd degree connections exponentially. Connecting with people on LinkedIn increases your chances of becoming a 2nd or 3rd degree connection of a recruiter who is searching for your skill set.

➤ **Share Content**

Posting relevant links and interesting updates to the LinkedIn newsfeed is a great way to engage your peers and increase the visibility of your LinkedIn profile.

ACCOMPLISHING YOUR GOALS ON LINKEDIN

What are you trying to accomplish by using LinkedIn? The way you fill out your profile and interact with the website should be different based on your goals. LinkedIn users can log in to find a new job, grow their professional network for business opportunities, or simply use their LinkedIn profile to keep up with industry news and discussions.

Finding A Job With LinkedIn

LinkedIn is a go-to source for job seekers for three reasons: LinkedIn Job Search, contact networking, and as a platform to interact with recruiters. At [LinkedIn.com/jobs](https://www.linkedin.com/jobs), you can search jobs posted on LinkedIn by job title, keyword, company, and/or location. Once you search, a number of filters are available to help you narrow your search. Click on a job for additional details and options. Inside a job listing you can review the job description, learn about the company, browse their employees, save a job for later, or take the next step in your application. Some jobs allow you to apply with LinkedIn “Easy Apply,” while most take you to a different application website. Before clicking “Easy Apply,” be sure to optimize your LinkedIn profile for the job.

BUILDING YOUR PROFESSIONAL NETWORK

Using LinkedIn to grow and cultivate your professional network has benefits beyond finding a new job or simply keeping in touch with your peers and former colleagues. Depending on your business, your LinkedIn network can be used to create sales leads, forge partnerships, and/or establish yourself as a thought leader in your industry.

In general, the more quality connections you have on LinkedIn, the better. You can benefit from connecting with a diverse group of people including:

- Personal friends and acquaintances
- Current and former colleagues and business contacts
- Industry peers you haven’t met yet
- Industry influencers and power users

Building a large network on LinkedIn enables outreach to more LinkedIn users. Every new connection you make is labeled a 1st degree connection. The connections of your connections are known as 2nd degree connections. You can directly connect with 2nd degree connections

or contact them through LinkedIn's messaging feature, InMail. LinkedIn restricts communication with users outside of your 1st and 2nd degree networks, so the more 1st degree connections you have, the more LinkedIn users you can reach.

When you first sign up for an account, LinkedIn will ask you if you'd like to import your email contact list for an initial list of suggested connections. Once you're all set up, you can find more suggestions under the Network tab. You can also connect with other users by going to their profile page. A "Connect" button will either appear under their profile picture or in the "..." dropdown menu at the top of their profile.

[Worksheet 1](#)

[Worksheet 2](#)