

LINKEDIN PROFILE

To earn credit for the LinkedIn assignment, you'll need to complete the following:

1. Create a LinkedIn account.
2. Complete your profile, including:
 - Professional picture
 - Headline related to your future career field
 - Effective Summary (based on the textbook and class discussion)
 - Education details
 - Experience information
3. Join the following groups:
 - University and/or alumni groups
 - At least two additional groups related to your major
4. Fill in additional details, such as volunteer work, affiliations, languages, awards/honors, certifications, and so on.

LINKEDIN ACTIVITIES

LinkedIn Activity 1: Sharing an Article

1. Locate a recent article related to your field/industry.
2. Sign into your LinkedIn account.
3. Paste the article's link into the "Share an update" field.
4. Write a short summary of the article, state why it is important, and/or ask people for their thoughts/opinions about the article.
5. Use the dropdown under the article to select how public the post will be.
6. Click the "Share" button.
7. Make a screen capture of your post.
8. Submit the screen capture—either electronically or in print.

LinkedIn Activity 2: Requesting Advice from an Alum

1. Sign into your LinkedIn account.
2. Use the networking tips and advanced search feature to locate an alum working in the field or at a company you would like to work when you graduate.
3. Send a message introducing yourself and asking a specific question of advice.
4. Make a screen capture of the sent message (and responses, if you receive any before the assignment is due).
5. Submit the screen capture—either electronically or in print.

NOTE: This networking activity is NOT the same as asking an alum to connect.

LinkedIn Activity 3: Commenting in a Group Discussion

1. Sign into your LinkedIn account.
2. Join a group related to your field/industry.
3. Monitor the types of comments and conversations taking place in the group's discussions.
4. Select a discussion or post to comment on.
5. Add a short comment (2-4 sentences) that adds insight, engages with professionals, maintains a professional tone, displays your knowledge.
6. Make a screen capture of the comment (and responses, if you receive any before the assignment is due).
7. Submit the screen capture—either electronically or in print.