

To the awesome teach team: If I am having you copy parts for the prezi I will share it with you and give you admin access!

Post items in this order on the lesson page!! Bold and format each section so we know which parts are new and which are associated with the ones above! **At any point in this lesson, if there is a LinkedIn social media term explain it!**

Your name will be in red. In blue is the header/ sub header I want to you use!

Lesson Plan:

1. **LinkedIn: What is it? Who uses it?**
 - o **Taylor:** type out/copy and paste the slide on the prezi with this same title ☑
2. **Why use LinkedIn?**
 - o **Taylor:** type out/copy and paste the slide on the prezi with this same title, include article citation at the end ☑
3. **Setting up a LinkedIn profile**
 - o **Christine:** using skitch or a screen cast [your preference] show them how to set up a linked in account☑
 - make sure to talk or write & skitch about the information written in “How to set up a linked in profile”
4. **LinkedIn etiquette**
 - o **Taylor:** type out/copy and paste the slide on the prezi with this same title, include article citation at the end ☑
5. **Features of LinkedIn**
 - o **Key features:** use slide “What you can do on linked in” and “features you NEED to use”
 - **Taylor:** type out/copy and paste the slide on the prezi with this same title, include article citation at the end ☑
 - for “features you NEED to use” bullets:
 - add a skitch shot for each bullet showing what it would look like on LinkedIn ☑
 - state in 1-2 sent. why each bullet is important when creating a LinkedIn ☑
 - SPECIFICALLY FOR THE ENDORSEMENTS AND EXPERIENCE SECTION: ☑
 - emphasize the importance of experience—> this the bulk of what employers will look at, so make this section AMAZING
 - emphasize that, like all social media, endorsing and reciprocating someone endorsing you is a KEY part of LinkedIn etiquette
 - **Christine:** make a screencast of how to fill in the ‘What you can do on linked in’ features slide ☑
 - **Christine:** make a screencast or skitch step process of how to connect with other LinkedIn member & why it is important ☑
 - o **Less known features you may use in the future:**
 - **Decision board:** [this is a link already](#) “[YOUiversity](#)” dashboard URL

- link courses to experience blurb
- write a recommendation for you connections X experience ☑
- how to ask and receive a recommendation from a connect on YOUR X experience ☑

7. Networking on LinkedIn

◦ General Tips:

- **Taylor:** write out/ copy and paste the “Networking with LinkedIn” slide include link as an extra resource for the student ☑
 - provide skitch shots as ex’s of:
 - ‘focus on quality not quantity’—> i.e skitch of shitty experience section vs skitch of amazing experience section ☑
 - how to follow a company &/ or career interest ☑
 - have skitch shots from beginning to end on this
 - SHOW FINAL PRODUCT OF YOU FOLLOWING A PAGE
 - “join and post on groups that are in your field” ☑
 - have skitch shots from beginning to end on this
 - SHOW FINAL PRODUCT OF YOU FOLLOWING A PAGE

◦ Based off the work you have already done above!

- **ESPECIALLY: Endorsements & the Experience section**
 - **Christine:** Write out ☑
 - "By filling in the key features mentioned above you are ready to network on LinkedIn"
 - i.e. skills, experience
 - “As stated above, we want to reemphasize these two points..”
 - reemphasize the importance of experience—> this the bulk of what employers will look at, so make this section AMAZING
 - Include a skitch shot of a well written Experience section
 - reemphasize that, like all social media, endorsing and reciprocating someone endorsing you is a KEY part of LinkedIn etiquette
 - include a skitch shot you endorsing someone
 - include a skitch shot of someone who has endorsed you!

▪ **Decision Dashboard:**

- **Taylor:** write reference to decision dashboard section above ☑

◦ **Search LinkedIn for student jobs**—> hyper link [www.linkedin.com/studentjobs]

- **Taylor:** Write out ☑
 - what is it
 - have a skitch shot here of the main link
 - why use it
 - write about how this relates to networking in and past their undergraduate career
 - ex. of ways to use it
 - write about
 - skitch shot showing one way to use it
 - how to use it

- sketch and step by step the process
- 8. [Check out mine](http://www.linkedin.com/in/alonga/) : www.linkedin.com/in/alonga/
- 9. [Start your homework!](#)
 - Take the time in class to talk you peers, leaders, and anyone right now to help you get your professional resume mind flowing