

Design Document: LinkedIn Basics

Class Description

Learn how LinkedIn--the Internet's number one professional networking website--allows you to create and promote workplace skills, experience, and successes in this class.

Curriculum Track

Job & Career

Audience

Adults

Course Length

90 minutes

Training Method

Lecture/Demo

Purpose

To introduce new users to the basic terminology and functionality of LinkedIn

Equipment Requirements

Projector and projection screen; computer with internet access for instructor and each participant; laser pointer (recommended)

Software Requirements

Windows 10, Web browser with Internet access (www.linkedin.com)

Material Requirements

Pens or pencils, handouts, participant surveys

Learning Objectives

At the end of the session, learners will be able to:

- Define terminology associated with LinkedIn
- Navigate to various LinkedIn pages using the Toolbar
- Identify the types of information located in the following areas:
 - Home
 - Me > Profile
 - My Network
 - Jobs
 - Search Box

Assessment Technique(s)

Successful completion of class activities

Content Outline

Agenda (2 mins.)

- Outline the following topics that will be covered in the class:
 - About LinkedIn
 - Terms
 - The Toolbar

- **Home**
- **Me > Profile**
- **My Network**
- **Jobs**
- **Search Box**
- Reiterate that this class is an overview of LinkedIn and will be lecture-demo format versus hands-on
INSTRUCTOR NOTE: This class may be taught using a live demo of LinkedIn OR the accompanying presentation, depending on instructor preference. If using a live demo, log in to the site before students arrive so you can begin the demo following the Terminology section

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

- About LinkedIn
 - Explain that LinkedIn was launched in 2003 and is the world’s largest professional network with over 300 million users in over 200 countries and territories around
 - Share that it is similar to Facebook in that it includes social networking capabilities; however, because it is business-focused and a platform for professionals to connect and grow their network, there are some differences (such as how people connect to one another).
- Terms
 - Define the following terms for participants:
 - **The Toolbar:** The stationary area at the top of the screen where you access various pages within LinkedIn; used both for searching and for navigating
 - **Connection:** A person to whom you are directly connected such as current or former colleagues, people you’ve done business with, gone to school with, or interacted with professionally
 - **2nd Degree Connection:** A Connection of a Connection. For example, when I am connected to my former colleague all of their connections become my 2nd Degree connections
 - **3rd Degree Connections:** A Connection of a 2nd Degree Connection. Using the above example, these would be Jennifer’s connections’ connections
 - **Recommendation:** A online paragraph or letter of support written by of for one of your Connections; displayed in the Profile
- The Toolbar
 - Share that the toolbar is the way users navigate between pages in LinkedIn
 - Point out that it is stationary and remains in the same spot at the top of the screen regardless of which page the user in on
 - Explain the following areas of the toolbar as you walk through the slides and show the screenshots:
 - **Home** page: The area that includes updates, posts, and the news feed from connections.
 - **Search** box: The area where users search for people, companies, or organizations
 - **My Network:** The area where you access Connections, view invitations to connect, receive suggestions for connections.
 - **Jobs:** The area where you search for available jobs
 - **Messaging:** The area where users send and receive private messages with other users
 - **Notifications:** The area where users are notified of their Connections’ activities as well as who has commented on or liked their activities

- **Me:** The area where you access your profile and Account & Settings. From **Me > View my Profile** find your personal page on LinkedIn. From **Me > Account & Settings:** The area where users adjust and manage privacy settings. Also sign out and search for help here.

- **The Home Page**
 - Explain that the **Home** page is the landing page after users log in
 - Access the page with the LinkedIn logo or by clicking the Home option in the Toolbar
 - Highlight the following features of the **Home** page:
 - **Profile:** Shows a user’s picture, headline, and provides a direct link to his or her profile
 - **Profile views:** Who has looked at your LinkedIn Profile recently
 - **Share an article, photos, video, or idea:** Users can type, copy + paste a link, or upload media via this text field to share content and updates with their connections.
 - **Updates Feed:** Shows updates from your Connections and allows you to add comments, like, or share their updates

- **Me**
 - Share that your profile is accessible by clicking **Me > View Profile** in the Toolbar.
 - Point out that unlike a paper resume, the Profile is a living document that can (and should be) updated regularly
 - Click the pencil “edit” symbol to make changes to a section
 - Walk through the following sections of the Profile and explain them:
 - **Intro:** This area provides the user’s name, headline, current position, education, location, summary, and any media. A summary an “elevator pitch” with at least 40 words that speak to your skills, motivation, and interests. Media can include a link to your website.
 - **Edit Public Profile and URL:** allows users to personalize the URL for your profile.
 - **Your Dashboard:** lists the number of view your profile has received, number of post views, and number of search appearance
 - **Background:** includes Experience, Education, and Volunteer experience.
 - ✓ **Experience:** contains a user’s work history or professional experience
 - ✓ **Education:** lists a user’s education
 - ✓ **Volunteer experience:** contains a user’s volunteer experience.
 - **Featured Skills & Endorsements:** The area where users highlight specific skills and ask Connections to endorse (or “confirm”) them for their profile
 - **Recommendations:** The area where users can display Recommendations written by their Connections. Also visible in the area below each associated job in the Experience section.
 - **Accomplishments:** contains the following:
 - ✓ **Publications:** allows you to list your published work
 - ✓ **Certifications:** list any certifications
 - ✓ **Patents:** list all patents
 - ✓ **Courses:** lists coursework from your prior or continuing education
 - ✓ **Projects:** add projects you’ve completed to demonstrate your experience
 - ✓ **Honors & Awards:** feature the recognition you’ve earned
 - ✓ **Test Scores:** If you excelled in an exam you can list your score here
 - ✓ **Languages:** lists languages you speak

- ✓ Explain that users will see the following on a company profile: about us, company details, along with options to view connections that work at the company. An option to view employees' profiles that work at the company is also available.
 - ✓ **Users can also follow a company** to view their posts in your Updates feed.
 - ✓ To follow the company:
 1. Click the white follow button

- Creating an Account
 - Use the presentation slides to walk participants through these steps for creating a new account:
 - SLIDE #1*
 1. Open an internet browser and type www.linkedin.com into the browser box
 2. Type the following pieces of information into their corresponding boxes on the screen:
 - ✓ First name
 - ✓ Last name
 - ✓ Email address
 3. Create and type a password into the **Password** box
 - NOTE:** Be sure to write this down or email it to yourself for future use
 4. Click the **Join Now** button
 - SLIDE #2*
 1. Select your country from the drop-down menu in the **Country** box
 2. Type your zip code into the **Zip Code** box
 3. Click the **Next** button
 4. Click the appropriate radial button next to **Are you a student?**
 5. Type a job into the **Job Title** box (it can be changed later)
 6. Type a company into the **Company** box (it can be changed later)
 7. Click on the **Create Your Profile** button
 - SLIDE #3*
 1. Click on the right arrow next to any areas of interest and follow any prompts
 2. Type in your email address and click on the **Continue** button
 - SLIDE #4*
 - Tell participants that LinkedIn is sending an email link to the address they just provided to insure that they are the person setting up the account
 - Share that they will need to click on the link to verify their identity
 - SLIDE #5*
 - After participants click on the link, they will see the image on Slide #7. Explain that LinkedIn will suggest initial Connections for them
 - To select any at this stage, users should click on the  in the upper-right corner of another user's box
 - SLIDE #6*
 - Explain that LinkedIn will suggest topics of interest based on the initial job title and description they provided
 - To select any of the suggestions, users will click on the  in the upper-right corner of the desired box
 - SLIDE #7*
 - Finally, share that LinkedIn has mobile features where users can receive texts from LinkedIn or download the app for iOS or Android to use LinkedIn on the go

- Tell users that anyone interested in downloading the app can stay after class for assistance

Wrap Up/Closing (3 mins.)

- Ask if participants if they have any questions
- Thank them for coming and provide them with a handout
- Ask them to complete the class survey before leaving