

Creating a LinkedIn Profile: Professional Social Media

Goal

The purpose of this exercise is to assist students who are beginning to think of post-graduation plans in developing a professional online presence. Many students have a “bare bones” LinkedIn profile, but few know how to navigate the site, connect with others in a professional way, or use the platform to assist them in reaching career goals.

Requires: 30-40 minutes of class time to provide a tutorial on the site and usually 45-60 minutes for the students to complete their profile

Class tutorial

- **Show some profiles of past HSU students**
- **Why you should construct a profile on LinkedIn**
 - Doing so early allows you to learn the system and use its advantages before you start actively looking for a job.
 - It allows you to explore careers.
 - You can connect with HSU alumni working in your desired field (show students how to do this).
 - It helps with job searches.
 - It has a special portal for students and recent graduates.
 - It recommends jobs based on your education and interests.
 - It allows you to prepare for Interviews.
 - It allows you to expand your resume.
- **Addressing Common Mistakes**
 - Generic Invitation - shows little effort or individuality and doesn't value the target person
 - “I'd like to add you to my professional network on LinkedIn”
 - Rather show students how to send a personal invitation and what to include in it
 - How you know them
 - Why you'd like to connect
 - What you do
 - Sign Off - thank you - looking forward to hearing from you
 - Profile related mistakes
 - Weak Headline
 - Including too many unconnected jobs - if your goal is in a specific area, don't fill your page with unconnected info
 - No Recommendations or weak recommendations
- **What to include**
 - Professional Photo
 - Coursework
 - Clubs and Organizations
 - Internships
 - Specific Presentations
 - Recommendations from Professors and Advisors

Student Assignment: Construct a full profile and send the instructor a personal invitation via LinkedIn