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 7, Web browser with Internet access ([www.linkedin.com](http://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 on the following pages**:**
  + **Home**
  + **Profile**
  + **My Network**
  + **Jobs**
  + **Interests**

**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
* Terminology
* The Toolbar
* **Home**
* **Profile**
* **My Network**
* **Jobs**
* **Interests**
* Reiterate that this class is an overview of LinkedIn and will be lecture-demo format versus hands-on
* Remind participants that the next three classes in the series (*LinkedIn: Getting Started*, *LinkedIn: Tips* *& Tricks*, and *LinkedIn: Open Lab*) are hands-on classes where participants will have a chance to create and build their online accounts

**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 is 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).
* Terminology
  + 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 Jennifer, all of Jennifer’s 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
    - **Introduction**: A method for contacting a 2nd Degree Connection that is facilitated by your mutual Connection
    - **Recommendation:** Aonline 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
    - **Profile** page: Your personal page on LinkedIn. Includes your work history, education, skills and expertise, honors and awards, groups and associations and opportunities for which you would like to be contacted
    - **My Network**:The area where you find and access Connections
    - **Jobs**: The area where you search for available jobs
    - **Interests**:The area where you access Groups, Companies, news stories (Pulse), education opportunities, SlideShare presentations, and Lynda.com videos (a premium service)
    - **Search** box:The area where users search for people, companies, or organizations
    - **Advanced** search options:The area containing search limiters (or ways to narrow a search)
    - **Messages**: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
    - **Grow My Network**: The area where users view invitations to connect and look for additional contacts (either by importing them from their email applications or by mining Connections)
    - **Account & Settings**: The area where users sign out, set up and manage job postings, change the language, adjust and manage privacy settings, and search for help
* The **Home** Page
* Explain that the **Home** page is the landing page after users log in
* 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
  + Your Network: Shows the number of Connections you have and provides a direct link to the **Grow Your Network** page
  + **Share an update**: Allows users to share updates with their Connections
  + **Upload a photo**: Allows users to upload pictures
  + **Publish a post**: Allows users to add a post—similar to a blog—and include images, videos, or other multimedia files
  + Updates Feed: Shows updates from your Connections and allows you to add comments, like, or share their updates
* The **Profile** Page
* Share that the Profile is similar to an online resume that can be personalized with additional information and work samples such as projects and presentations
* Point out that unlike a paper resume, the Profile is a living document that can (and should be) updated regularly
* Walk through the following sections of the Profile and explain them:
* **Headline**:The area that provides the user’s name, job title(s) or academic status (i.e. current college student), industry, location (you do not have to provide exact town), photo, current and previous work/education, number of connections, contact information, **Edit** option, and a link to the user’s public profile
* **Profile Strength**: a percentage assigned by LinkedIn based on the amount of information included in a profile. More information = higher rating because it gives other users a better picture of skills and experience
* **Who’s Viewed Your Profile**: the number of people who have viewed your profile in the last 30 days and whether the number is increasing or decreasing
* **Posts**: The area containing any posts the user has created
* **Summary**: The area containing the user’s abbreviated experience summary or profile. Though summary length will vary from user to user, a typical summary will be a short paragraph consisting of somewhere between 3 and 6 sentences
* **Experience**: The area containing the user’s work history or professional experience
* **Honors & Awards**: The area where users can include information about any professional honors or awards they’ve received over the course of their careers
* **Volunteer Experience & Causes**: The area where users can include information about any volunteer experience they’ve had as well as causes that are important to them
* **Certifications**: The area where users can highlight any professional certifications they’ve received
* **Skills & Endorsements**: The area where users highlight specific skills and ask Connections to endorse (or “confirm”) them for their profile
* **Education**: The area for users to provide information about their high school or college degrees
* **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
* **Connections**: The area displaying a user’s Connections

**NOTE:** Connections are viewable only in **View profile as** mode. Otherwise Connections are viewable by clicking on the **My Network** > **Connections** hyperlinks.

* **Groups**: The area displaying the Groups a user has joined
* **Following**: The area displaying the organizations a user is following
* **My** **Network**
  + **Connections**: Allows users to view and sort Connections and view suggested Connections
  + **Add** **Contacts**: Allows users to import contacts from their email applications and either invite them to connect on LinkedIn or join, if they aren’t members
  + **People** **You** **May** **Know**: Allows users to view 2nd or 3rd degree Connections and those in similar jobs/industries and invite them to connect
  + **Find** **Alumni**: Allows users to connect with alumni from their colleges, see notable alumni, write recommendations for their schools, and see the career fields fellow alumni are working in
* **Jobs**
* Discuss the following features of the **Jobs** page:
  + The Search box allows users to look for jobs based on title, keyword(s) or company name
  + If doing a live demo, enter “Senior Program Manager” into the Search box and hit the **Search** button. Use the examples that appear to highlight the following items:
    - Search limiters are located on the left side of the page (such as keyword, location, etc.) and offer users options for narrowing their search and results
    - Sorting options based on relevance or posting date are located above the **View** button at the top of the screen
    - The **View** button next to a job allows users to view the job posting, save it, review information about the company and recruiter, and apply for the job, among other things; it also shows similar positions viewed by users who viewed the job
  + Share that searching for jobs on LinkedIn could be its own class because it has grown into a robust tool that competes with Monster, CareerBuilder, and other similar job search engines
  + Encourage users to explore this area of LinkedIn on their own and contact you or one of the librarians if they would like to set up a 1:1 appointment for help
* Interests
* Review the following features of the **Interests** section (located in the upper toolbar):
  + **Companies**: Allows users to look up companies, find information about them and follow them. Useful for interview prep and job research
  + **Groups:** Allows users to view the groups they belong to, add new groups, create groups and join or start discussions
  + **SlideShare**: Allows users to search for and view presentations that other professional have uploaded to the SlideShare.com platform
  + **Learning**: Allows users to get a free 10-day trial for Lynda.com, one of the world’s largest video-training platforms, or purchase/access their Lynda.com subscription
  + **Freelance Marketplace**:Allows users to find, get proposals from, and hire professionals for things like Accounting, Copywriting, Graphic Design, and Marketing
* Creating an Account
  + Use the presentation slides to walk participants through these steps for creating a new account:

*SLIDE #3*

1. Open an internet browser and type [**www.linkedin.com**](http://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

1. Create and type a password into the **Password** box

**NOTE**: Be sure to write this down or email it to yourself for future use

1. Click the **Join Now** button

*SLIDE #4*

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 #5*

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 #6*

* 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 #7*

* 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 #8*

* 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 #9*

* 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
* Remind participants that there will be three additional hands-on sessions available in the upcoming weeks