

Name \_\_\_\_\_ Date \_\_\_\_\_ Period \_\_\_\_\_

### **OBJECTIVE**

Students will demonstrate mastery of professional social media usage by creating a LinkedIn profile.

### **PROJECT DESCRIPTION**

Any person who takes school and work seriously should consider building out a LinkedIn profile. Doing so will set you apart from other college and job applicants who are also trying to impress admissions officers and recruiters. Not only can you include your LinkedIn profile link on applications and resumes, you can also use the platform to expand your professional network. This project is a great option for any student wanting to set themselves apart from others in a 21<sup>st</sup> Century economy.

### **BACKGROUND**

Setting up a LinkedIn profile is serious business. Here are some tips to keep in mind as you begin:

- Professionalism is KEY.
- Keep your profile picture to a headshot with a simple background.
- Don't EVER post anything you wouldn't want a college admissions counselor or potential employer to see.
  - Rule of Thumb: If you would post it on Snapchat or Facebook, don't post it on LinkedIn.
- Your posts should always focus on areas of interest and activities that align with your future goals and ambitions.

### **RESEARCH**

Conduct online research to learn the benefits of setting up a LinkedIn Profile. These two articles are great places to start:

- LinkedIn Profiles for High School Students by Bentley University (<http://thebiz.bentley.edu/linkedin-profiles-for-high-school-students/>)
- How to Use LinkedIn in High School by College Vine (<https://blog.collegevine.com/how-to-use-linkedin-in-high-school/>)

### **RESEARCH**

Follow [these steps](#) from LinkedIn University to set up your profile:

- Photo – use a cell phone to take a photo!
- Headline – tell people what you're passionate about and where you're headed.
- Summary – describe what motivates you and what your best skills are.
- Experience – list any jobs you've had.
- Honors & Awards – share any prizes and awards you've won.
- Projects – what projects have you completed? (Any other projects you're proud of?)
- Courses – what classes have excited you most?
- Skills and Expertise – what are your top five skills? (writing, research, networking, etc.)
- Organizations – are you a member of any clubs or organizations?
- Volunteer Experience – how have you helped out your community?
- Education – list your high school!
- Recommendations – ask your managers, teachers, and classmates to vouch for you.

### **NEXT STEPS**

After you've completed and saved your profile, begin researching colleges/trade schools and companies of interest to you. **You are expected to follow three education institutions and three VWE II-aligned Louisiana companies.**

### **Reflection**

In 2-3 paragraphs reflect on the process of researching and completing your LinkedIn profile.

Here are some questions to guide you in writing your reflection:

- What is LinkedIn?
- How can LinkedIn help you with college and career applications?
- How can building a social media profile hinder your educational and professional ambitions?
- Were any parts of the sign-up process particularly difficult to complete?
- Which colleges/education institutions are you now following? Why did you choose those?
- Which Louisiana companies are you now following? Why did you choose those companies?
- How did this process differ from your previous experience with social media?
- When looking for and applying for a job in the future how will you use LinkedIn to assist?

### **NECESSARY PORTFOLIO COMPONENTS**

Please include the following project components in your final course portfolio:

- Reflection
- Bibliography
- Printed copy of profile cover page with link
  - NOTE: You do not have to print the entire profile.
- Completed rubric