

LinkedIn® Assignment for College Students

Learning Objective: At the conclusion of this activity, participants should be able to effectively navigate the LinkedIn user interface and assess how LinkedIn can be used for professional networking activities.

Learning Activity: Create a LinkedIn® Profile

Step 1: Go to www.linkedin.com

Step 2: Follow sign-up instructions to create a new profile

Step 3: Follow the handout to create a standout student profile

Step 4: Submit your assignment by (to be selected by the professor):

- Emailing your LinkedIn® URL to the professor
- Sending an invitation request to the professor (or other)
- Post your LinkedIn® URL in your assignment section of Blackboard (or other Learning Mgt. System)

Hint 1: Make sure to use the following name for the university name in your Education profile

_____ (to be filled in by professor)

Hint 2: Make sure to join the following university group

_____ (to be filled in by professor)

Learning Activity Assessment:

The following rubric will be used for grading the assignment:

Task #	Task Name	Description of Requirement	Weight
1	Photo	Included a professional headshot	10%
2	Write a Headline	Created a unique headline	10%
3	Professional Summary	Included a concise paragraph akin to cover letter	10%
4	Experience	Included at least 2 jobs	10%
5	Education	Used the correct University/School name to connect with LinkedIn Alumni Network; Completed at least degree, specialization and years	20%
6	Skills and Expertise Keywords	Added at least 5 skills to the profile	10%
7	Recommendations	Has at least 1 recommendation	5%
8	Location & Industry	Has added both location and industry to profile	5%
9	Create a unique URL	Has created a unique, professional URL	10%
10	Get Connected	Joined at least 1 university group and 1 professional group	10%