**Activity Introduction**

A completed LinkedIn profile provides students the opportunity to share their professional interests, skills and accomplishments to potential employers and other contacts. Students will utilize what they learned in the presentation by completing a checklist regarding their own LinkedIn profile. Creating a LinkedIn profile enables students to actively manage their online presence and build relationships with meaningful connections which could lead to professional opportunities in the future.

**Related Learning Outcomes**

- Develop an online presence by identifying and uniquely portraying strengths, interests, attributes and accomplishments.
- Establish and build relationships by making meaningful connections with faculty, staff, peers and professionals.

**Activity Instructions**

1. **Step One**
   Ask students to log on to their LinkedIn profile. Hand out the activity sheet. Make a note that many of the items on the checklist are incorporated in the LinkedIn Top 10 section of the presentation.

2. **Step Two**
   Ask students to begin to working through the LinkedIn Checklist. Talk with students about opportunities at the MU Career Center to have their free professional photo taken if they are unsure how to obtain a professional profile photo.

3. **Step Three**
   Prompt students to consider a phrase that describes who they are, who they help, and where they want to go when creating their headline. Ask students to fill in summary section based on what they created through the LinkedIn Summary Activity.

4. **Step Four**
   Encourage students to complete experience and other profile sections by using their resume as a reference.

5. **Step Five**
   Remind students of the etiquette of connecting with people they know and people they do not know.

6. **Step Six**
   Encourage students to continuously update profile information with most relevant and up-to-date information, as well as continuously engage with professionals and show interest in their field or industry through sharing relevant content.

**Conclusion**

Students can create and cultivate a positive online presence using LinkedIn by effectively displaying information about skills and interests, connecting with professionals, and sharing relevant, industry-specific information.
LINKEDIN CHECKLIST STUDENT ACTIVITY

Instructions: Complete the work sheet by completing a few key sections of a LinkedIn profile, and by taking steps to actively engage with people, research organizations and seek professional opportunities.

1 Step One

Profile Photo – Communicate that you are friendly, approachable and trustworthy!
☐ Photo contains a professional background with no distractions
☐ Face fills majority of the frame and the photo looks like you

2 Step Two

Headline – Describe yourself with a short professional phrase.
☐ Headline tells who you are, who you help, and where you want to go

3 Step Three

Summary – Give a concise overview of your professional experience and future goals!
☐ Summary gives connections an idea of who you are, what you are seeking, and how your skills and experiences could be useful to employers

4 Step Four

Experience and Profile Sections – Communicate your value by displaying your experiences and skills.
☐ Complete “Experience” section and other profile sections with all relevant information
☐ Add professional skills that you have gained in the “Featured Skills & Endorsements” section

5 Step Five

Engaging with People on LinkedIn – Begin to build your network.
☐ Connect with five people you already know
☐ Connect with two people you don’t know by customizing your message
☐ Endorse three people that you know in a few skills that you know they possess.

6 Step Six

Show Interest in Your Field or Industry – Be Active!
☐ Join three groups relevant to your field or industry of interest
☐ Follow five organizations and companies that you have an interest in working for
☐ Share two posts that are relevant to your professional interests

Summary: Cultivate and create a positive online presence using LinkedIn by effectively displaying your skills and interests, connecting with professionals, and sharing relevant industry-specific information.