# Topic 1 Activities

## Activity 1 – Getting Linked In

LinkedIn is an essential online professional networking tool and employment platform. As a tool for professional networking, it contains many industry forums that present an opportunity for you to engage with peers and industry experts.

LinkedIn gives you the opportunity to ‘follow’ key players in digital media and other connected industries. As a member of the site, you can present yourself professionally by creating a professional profile, linking with other professionals, collecting testimonials and including examples of your own work. You can request feedback and support on yourself or product you have developed. In additional, LinkedIn is a great place to look for training or professional development opportunities.

Here are some tasks to get you started with LinkedIn.

| Tasks | Links/ notes |
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| 1. Sign up to [LinkedIn](https://au.linkedin.com/) (if you haven’t already). |  |
| 1. Create a basic profile for yourself. | Link: |
| 1. Find the LinkedIn Help centre and navigate to the following help sections:    1. Edit Your Profile.    2. Grow Your Network.    3. Finding Jobs.    4. LinkedIn Groups (Share Your Content). | *Link/s*: |
| 1. Identify and join 1 digital media network/ group. |  |
| 1. Find 2 key players in the industry that you are interested in making connections with. |  |
| 1. Start to build up your connections by inviting at least 10 peers to connect with you, look for people specifically aligned to the digital media industry. |  |