

GITAM UNIVERSITY

LEARNING AND DEVELOPMENT DEPARTMENT

EMOTIONAL INTELLIGENCE AND REASONING SKILLS

CLAD 1001

SELF LEARNING MATERIAL

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Unit XIII: LINKEDIN

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1.0. Objectives

After reading this unit, you should be able to:

- ✓ Create their professional account on LinkedIn.
- ✓ Build their online LinkedIn brand.
- ✓ Explore the professional opportunities on LinkedIn.

1.1 INTRODUCTION

How many of these icons do you recognize?



Out of these 9 social media applications, how many are you active in?

Instagram for stories,

WhatsApp for messaging,

Snapchat for snap streaks,

YouTube for videos,

Pinterest for ideas,

Skype for connecting with people.

Do you recognize the third icon in the first row?

LinkedIn, as we call it, is expected of you, when you pursue your professional course.

1.1.1 WHAT IS LINKEDIN?

LinkedIn is the world's largest professional network on internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need, to succeed in your career.

You can access LinkedIn from a desktop, LinkedIn mobile app, mobile web experience, or the LinkedIn Lite Android mobile app.



1.1.2 WHO SHOULD BE JOINING LINKEDIN?

- LinkedIn is a platform for anyone who is looking [to advance their career](#).
- This can include people from various professional backgrounds, such as small business owners, students, and job seekers.
- LinkedIn members can use LinkedIn to tap into a network of professionals, companies, and groups within and beyond their industry.

1.1.3 HOW TO GET STARTED IN LINKEDIN?

You can get started in LinkedIn through 2 steps:

1. Establishing yourself
2. Exploring opportunities

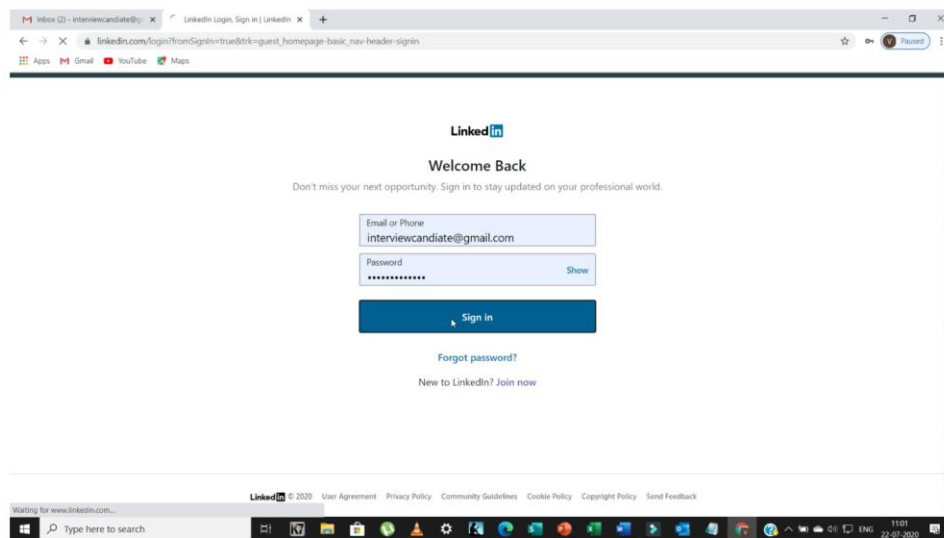
1.1.3.1 ESTABLISHING YOURSELF

Now let me take you through the process of establishing your LinkedIn presence.

1.1.3.1.1 CREATE A PROFILE

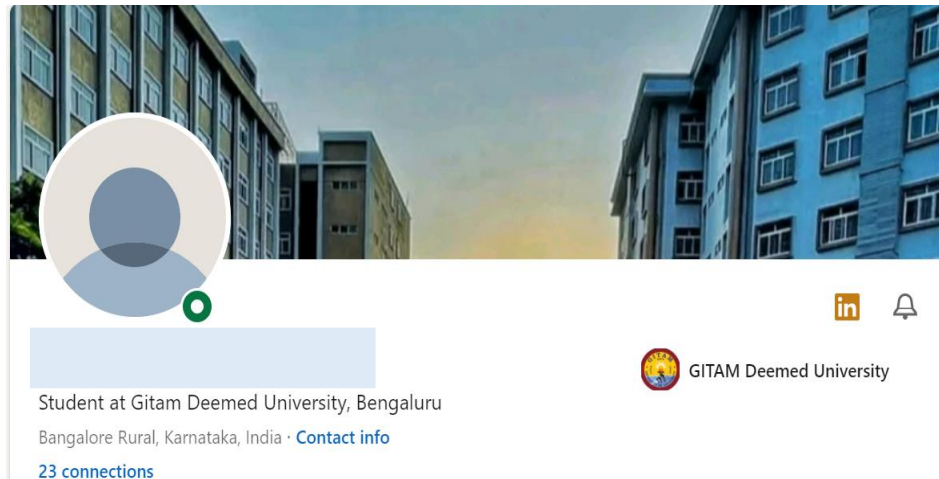
This is where you get started.

Creating a profile in LinkedIn is quite simple, connect your mail id with this application, and your profile is ready.



But it is far from complete. So, complete building your profile by providing the required information. Remember, *every information you provide on your profile is helping you become more visible.*

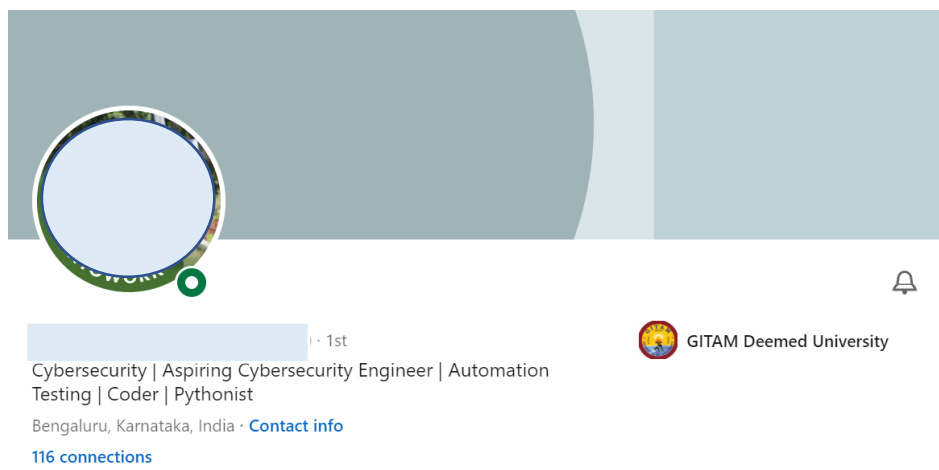
1.1.3.1.2 USE BUZZWORDS



Did you notice the line below the name? (Hidden by blue shade)

It is called Headline, and I want your headline to be different not Student at GITAM University.

Mention your skill, your strength or anything that adds more value to your profile.



Have a look at this profile, with *an attractive headline*. Now compare the two profiles and decide how should your profile look like?

1.1.3.1.3 THE NUMBER GAME:

Do you think numbers has a psychological effect on people?

For example, a learning page with 1500 followers and a page with 1 million followers. It certainly has an effect on you, right?

So, let us act upon it.

I want you to network with as many people as possible.



Do you notice that for one profile you can connect, for the other profile you can follow?

Here I want you to understand the *difference between connecting and following someone*.

Following someone allows you to follow their profile activity like posts and stories, but you can never message them.

Connecting with someone allows you to follow the profile activity as well as message them.

So, are you going to connect or follow someone?

1.1.3.1.4 BREAK THE ICE

Once you connect with someone the next task is to *have conversations with your network*.

The initial conversation can include a thank you note for the connection, what do you actually look for in the connection and so on.

I have given a sample message for your reference.

Dear Connection,

Thank you for connecting.

Hope and wish to have a mutual learning relation through this platform.

You can use messages of these kind to break the ice and interact you're your connections.

Remember: *Networking is not adding people to your list, but to interact and having meaningful conversations and connect with the people in your circle.*

1.1.3.1.5 GROUPS

Realise the power of groups in LinkedIn.

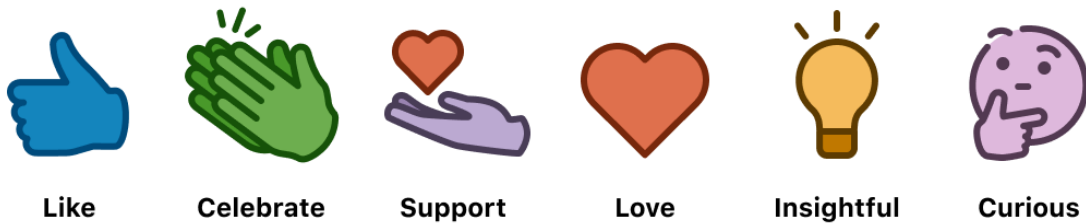
- Associate yourself with different groups based on your need.
- Become an active member by taking part in discussions.
- Attend the live events.
- Make your presence felt in your group.

1.1.3.2 EXPLORING OPPORTUNITIES

After you establish your presence in LinkedIn, the next task is to explore opportunities. Now let me take you through the process.

1.1.3.2.1 CONSUME CONTENT

LinkedIn is the only platform where your profile becomes more visible while consuming content too.



Look at these different interactions available in LinkedIn,

Like a post,

Celebrate any achievements,

Support your connections' efforts,

Love a post,

Insightful for informative posts,

Curious for posts that has an interesting discussion.

And using different interactions makes your profile more visible.

1.1.3.2.2 BOOST YOUR SKILL VALUE

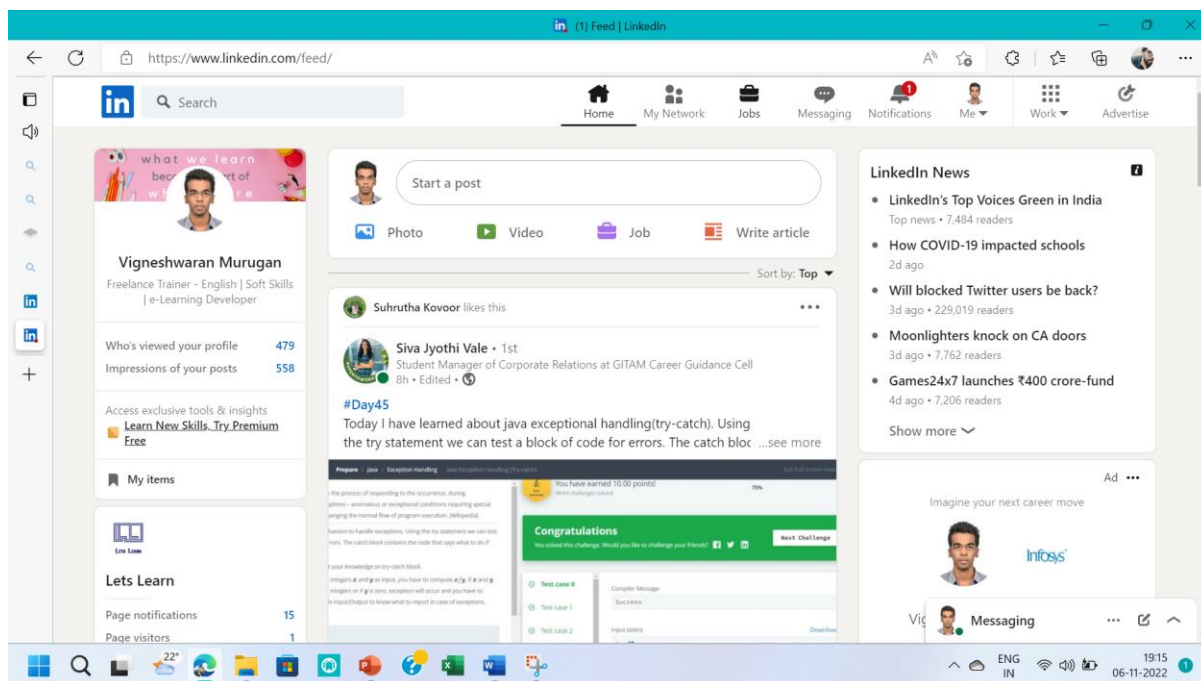
Recruiters are 33 times more likely to contact members with
5 or more listed skills.

There are 2 ways to project your skill value.

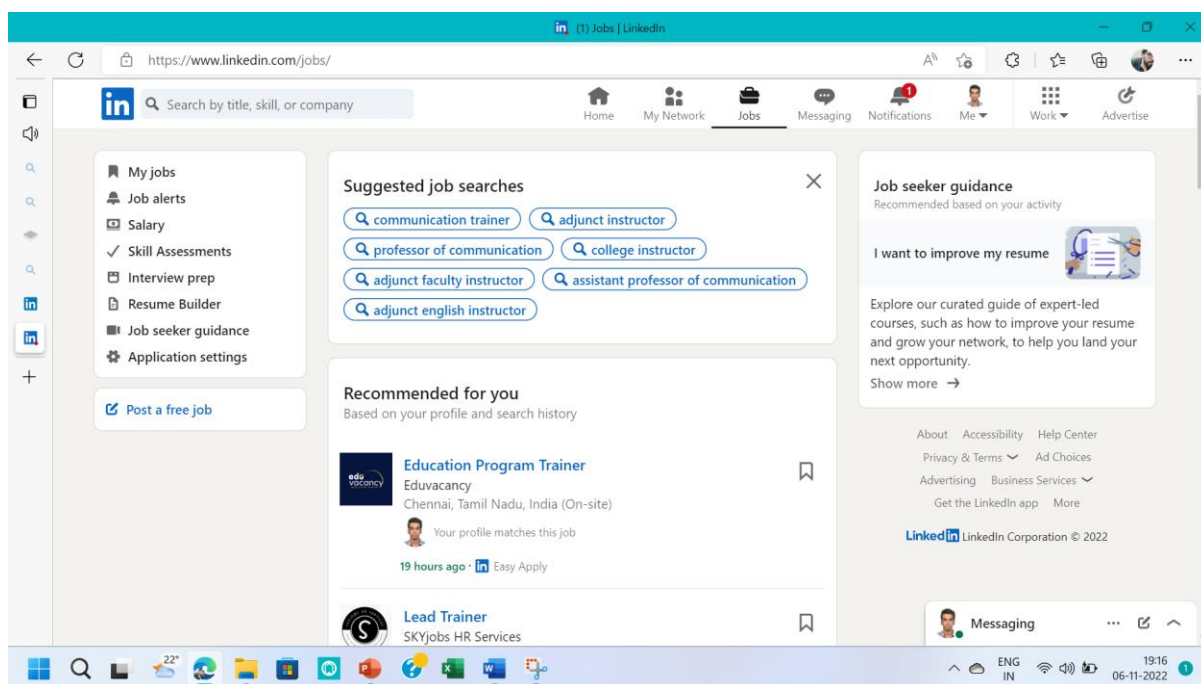
1. Skill Assessment Quiz
2. Endorsement

1.1.3.2.2.1 SKILL ASSESSMENT QUIZ

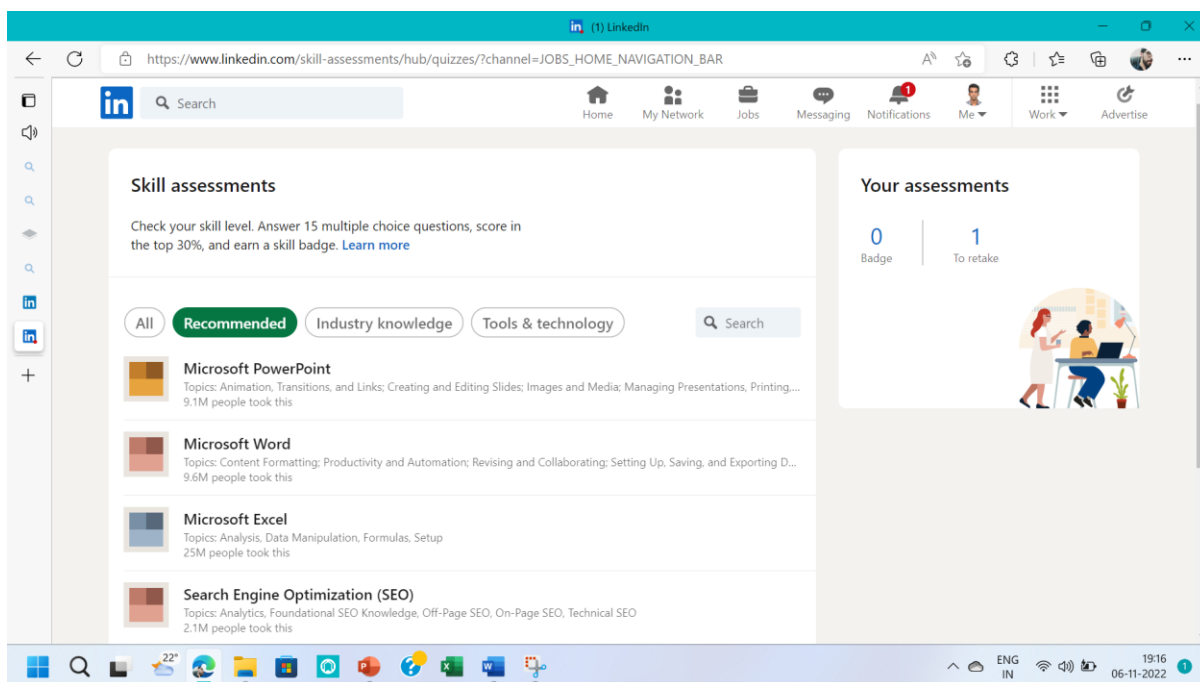
Go to LinkedIn homepage, and on the address bar tap on the third icon “Jobs”.



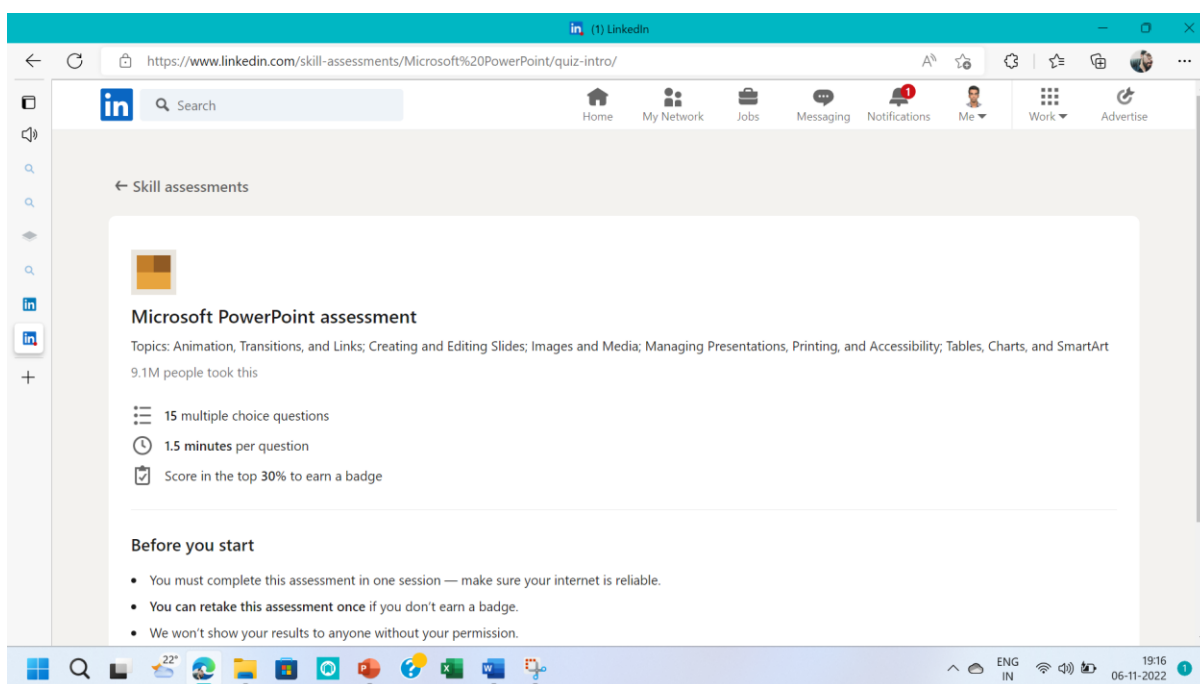
On the jobs page, look to your left and the fourth option you will notice is “Skill Assessment”. Click on it.



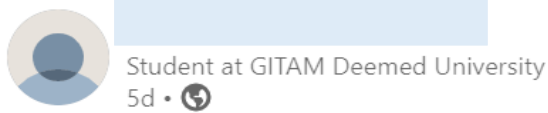
You will be taken to Skill Assessment page, and you will see so many quizzes for different categories of skills listed there.



Click on any particular skill quiz and take the quiz.



Upon successful completion of the quiz, you will earn a badge for the given skill.



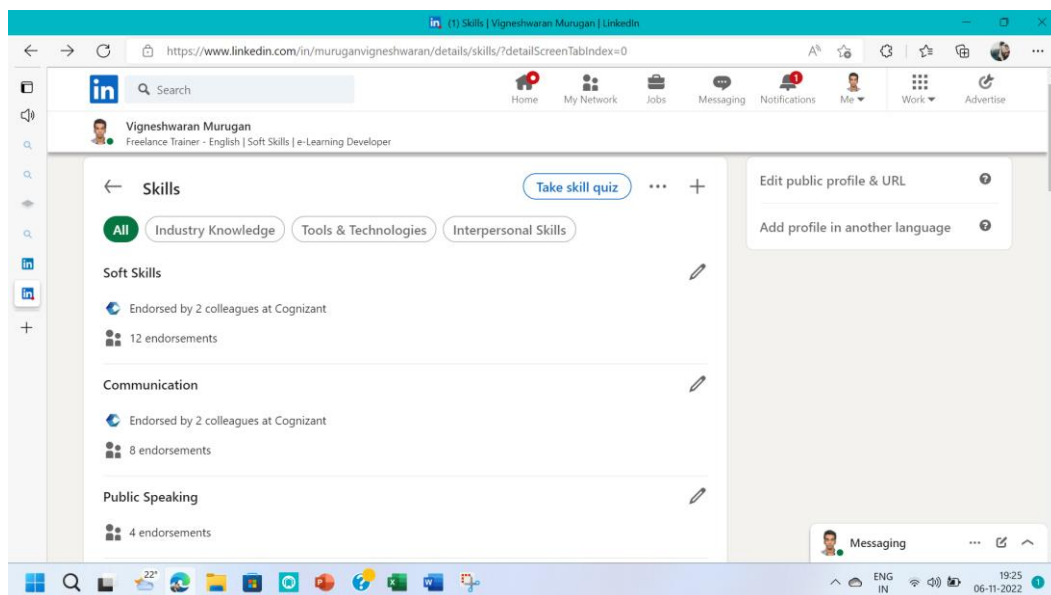
I just earned a skill badge for Microsoft PowerPoint! Who's next? See how you do on a [#LinkedInSkillAssessment](#).



Imagine this scenario when everyone just mentions their skills, you are LinkedIn certified for your skills. Definitely, a great value to your profile, don't you think?

1.1.3.2.2.2 ENDORSEMENT

In this image I have listed three skills, can you tell me which one among them is my strongest skill?



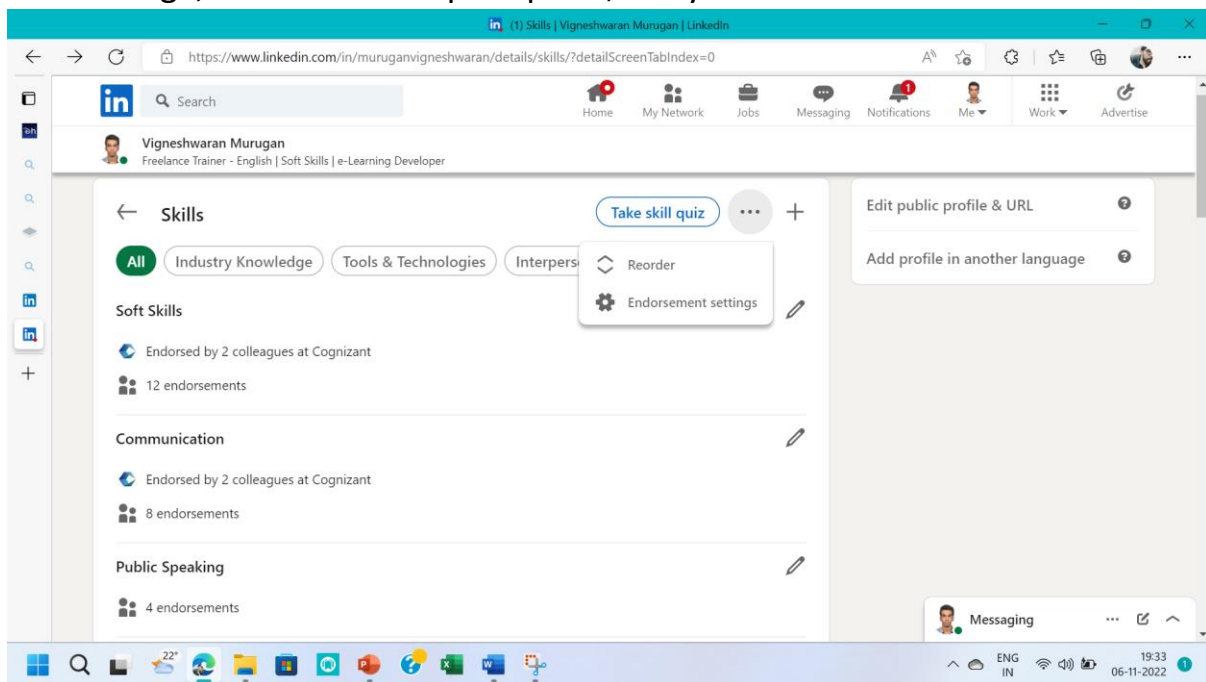
Did you guess soft skills?

What made you say so?

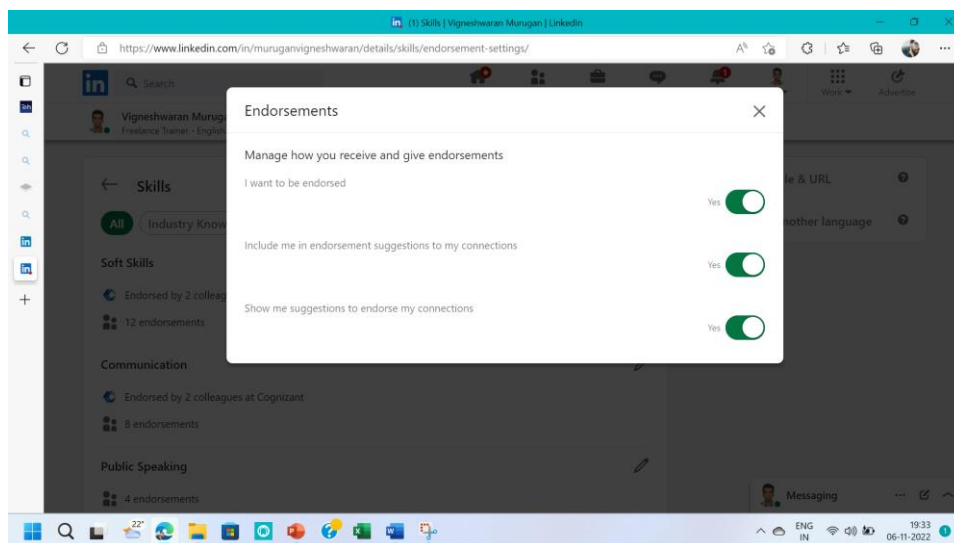
Did you just compare the numbers 12, 8, 4. (The Number game Again 😊)

I didn't say anything about my skill yet you know my best skill. This is the magic of endorsements.

In the image, after take skill quiz option, can you see three dots? Click on it.



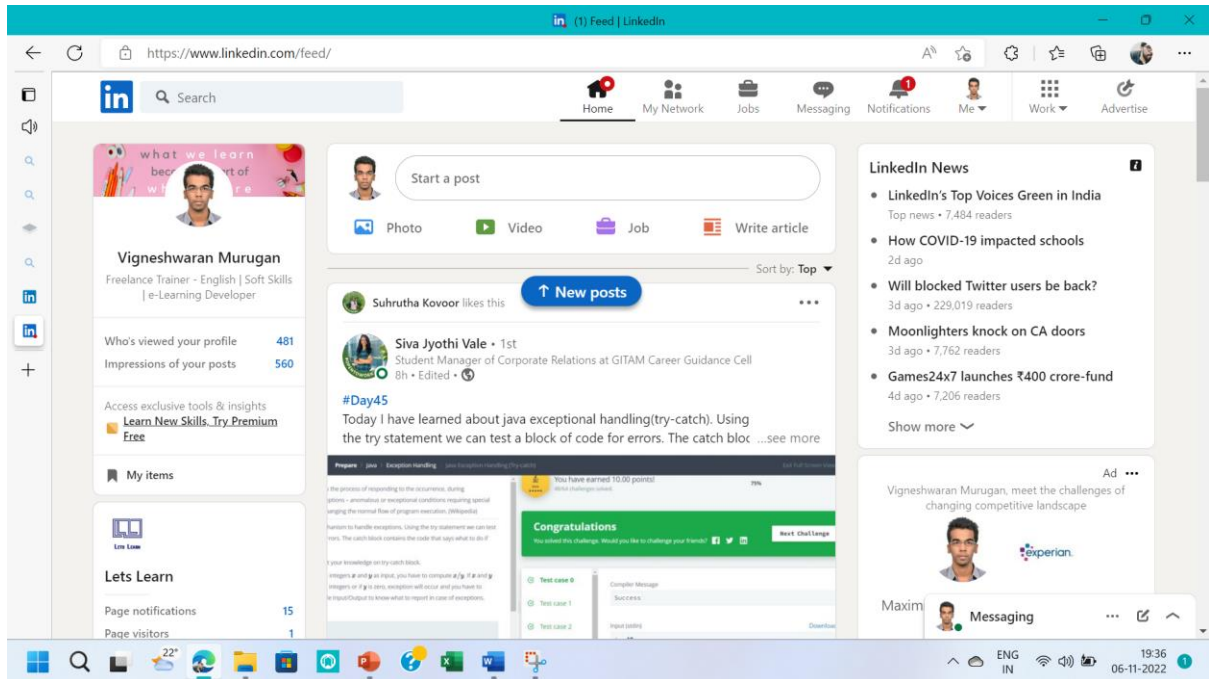
Do you see endorsement settings? Click on it and enable every option.



Now you have successfully managed to boost your skill value.

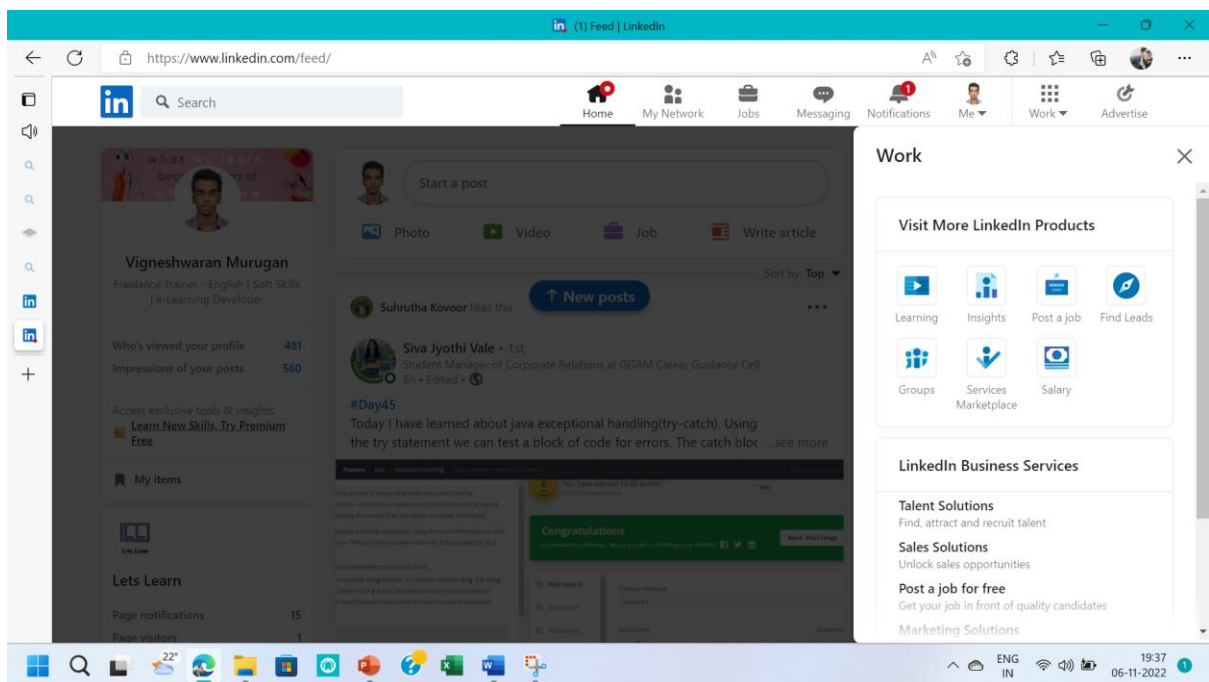
1.1.3.2.3 LINKEDIN LEARNING

LinkedIn is a source of infinite information. You will find them in the form of learning courses, videos, slides.



In the address bar, do you notice the last option? (a square of dots)

Click on it.



Click on learning to access an infinite source of information.

1.1.3.2.4 BUILD YOUR BRAND

LinkedIn is an evolving document. As you progress through eight semesters make sure you register every activity in LinkedIn.

Post everything here, events you participate

Events you win,

Seminars you present,

Conferences you attend,

Courses you complete, and so on.

Now, Start building your brand in LinkedIn.

When

Hard Work meets

Opportunity

Success is guaranteed

Make sure you work hard on LinkedIn till you meet an opportunity that guarantees success and best wishes with it.

1.2 ACTIVITY

1.2.1 LINKEDIN NETWORKING ACTIVITY

- Make sure your LinkedIn profile has *1500 connections* by the time your graduate.
- Strategize and network.
- Start now.

1.2.2 LINKEDIN USAGE ACTIVITY

- Another number Game
- Make it a habit to use LinkedIn for a minimum of *20 minutes a day*.

1.3 SUMMARY:

- LinkedIn is the world's largest professional network on internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need, to succeed in your career.
- LinkedIn is a platform for anyone who is looking to advance their career.
- Creating a profile in LinkedIn is quite simple, connect your mail id with this application, and your profile is ready.
- Following someone allows you to follow their profile activity like posts and stories, but you can never message them.
- Connecting with someone allows you to follow the profile activity as well as message them.
- Networking is not adding people to your list, but to interact and having meaningful conversations and connect with the people in your circle.
- LinkedIn is the only platform where your profile becomes more visible while consuming content too.
- LinkedIn is an evolving document. Make sure you register every activity in LinkedIn.

1.4 GLOSSARY:

- The term *networking* refers to the action or process of interacting with others to exchange information and develop professional or social contacts.
- The term *endorsements* refer to declaring one's public approval or support.

1.5 SUGGESTED READINGS:

1.5.1 Courtesy:

- [Google Images](#)
- [Download Free Pictures & Images \[HD\] | Unsplash](#)
- [What is LinkedIn and How Can I Use It? | LinkedIn Help](#)
- [Feed | LinkedIn](#)

1.5.2 Reference:

- Crush It on LinkedIn: Build Your Brand, Get Hired & Expand Your Business, Ishan Sharma (Kindle edition), 2020.
- The Power Formula for LinkedIn Success: Kick-start Your Business, Brand, and Job Search, Greenleaf Book Group LLC, 2019.

1.5.3 Video Links:

- [Establish Your LinkedIn Brand | Interview Skills | Personal Branding | Lets Learn - YouTube](#)
- [Explore LinkedIn Opportunities | LinkedIn | Job Hunting Skills | Interview Skills | Lets Learn - YouTube](#)