

LinkedIn Assignment

Course Objectives:

- *Feel confident preparing for and navigating a job search, including attending and following up after career fairs and other networking events.*
- *Have a polished resume and accompanying job search correspondence.*

LinkedIn can be a valuable tool to enhance your professional networking, jumpstart your job search, and gather information. To put this tool to work, you must build your profile and get connected with others.

Relevant reading: pages 14-19

- ***Look at the grading rubric below and on the next page in addition to the slides from class. Use these tips to create your LinkedIn profile.***
- ***Triple check your spelling and grammar before you put out anything for public consumption!***
- ***When your profile is complete, upload your unique URL to Blackboard to notify your instructor it is ready to be graded.***

LinkedIn Feedback Form

Student: _____ **Reviewer Initials:** _____ **Date:** _____

Profile Includes	Yes	No	Comments
A clear, professional looking headshot			<i>Smile! No selfies or cropped party shots! Professional attire preferred, but not required.</i>
A customized URL			<i>Go to Edit Your Public Profile. See slides for details. Then, set profile to "public" and customize your URL (e.g. www.linkedin.com/in/yourname)</i>
An appropriate headline that includes major of study			<i>Can include your major, the type of work you are looking for, skills, etc.</i>
Applicable location			<i>Choose your city/state or Greater Boston area is ok too.</i>
Connect with PDS classmates and minimum of 5 others			<i>CONNECT to your PDS classmates and a minimum of 5 other individuals who know you and your work well! Do not use the default</i>

			<i>message! Instead, create your own professional message.</i>
A brief summary that provides information on the type of opportunity being sought			<i>Concise, confident description of qualifications and goals. It can include relevant extracurricular activities. The summary is similar to an elevator pitch. Can include contact information and links to personal websites if you want.</i>
Detailed work experience that contains explanatory bullets under each entry (use resume bullets)			<i>Include all previous and current jobs. Use the bullets from your resume to provide more detail on each position.</i>
Education that includes degree title			<i>Spell out your degree and include your major and/or concentration.</i> <ul style="list-style-type: none"> ○ <i>Example: Bachelor of Science in Electrical Engineering</i> ○ <i>Example: Bachelor of Science in Business Administration (BSBA)</i>
Skills section that contains 5-10 skills relevant to current search or highlighting transferable skills			<i>Include 5-10 skills that best represent the co-op position you are searching for</i> <ul style="list-style-type: none"> ○ <i>Include technical skills, languages, equipment familiarity, soft skills</i> ○ <i>Search appealing job listings for ideas!</i>
Accomplishments sections that contains unique content (i.e. courses, academic projects, awards, etc.)			<i>Go to "Add new profile section" and add accomplishments</i> <ul style="list-style-type: none"> ○ <i>Languages (if other than English), UML courses, publications, certifications, and academic projects.</i>
Member of UMass Lowell Professional Co-op group			<i>Do a search for the group name and request to join!</i>
Following companies of interest and/or news sources			<i>Follow a minimum of 3 companies where you would like to work and/or follow LinkedIn influencers from your industry.</i>

Additional Comments: