

LINKEDIN PRO PROJECT GROUP

Instructor: Kelly Lao

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Time: Tuesdays 4 PM EST

Goals:

- Teach students about the importance and purpose of LinkedIn, AlumniFire, and Handshake
- Provide a very in-depth walkthrough of the platforms to ensure students are comfortable with all the tools provided on the sites
- Help students create and improve their profiles to be an appealing candidate for future professional opportunities

Points:

Attendance: 5 (x7) = 35

Homework: 5 (x7) = 35

Final Project: 30

Total Points Available: 100

Homework Grading:

On-time (2 points)

Completely sufficiently (3 points)

Total: 25 points

Final Project Grading:

On-time (5 points)

Overall effort (10 points)

Quality of Project (10 points)

At least 5 sentences (5 points)

Total: 30 points

If you have any questions throughout the semester, please feel free to contact me through email or text me at the number listed above!

SYLLABUS

WEEK 1

- Introductions
- Syllabus overview
- Download all apps
- Explain what LinkedIn is, the purpose, and its importance
- Preview a good LinkedIn profile, explaining each section and what should and should not be included
- Create and begin working on your personal LinkedIn account

Homework: Complete your LinkedIn profile. Add a profile picture, background image, biography, education, work experience, volunteer service, skills, accomplishments. Add relevant links, photos, and websites where you see fit.

WEEK 2

- Explain what activity is shown publicly on LinkedIn and how to use it to your advantage
- Show how to find and join groups, follow hashtags, and follow companies of interest
- Explain the importance of connections and who to best connect with
- An in-depth showing of how to utilize all tools to find and connect with professionals

Homework: Join the MMC group, follow five hashtags and companies, and make five new connections on LinkedIn.

WEEK 3

- Show the job search process and how to apply to positions on LinkedIn
- Review the benefits of LinkedIn Premium
- Explain what AlumniFire is, the purpose, its importance, and its relation to MMC
- Preview an AlumniFire account, explaining each section and what should and should not be included
- Create and begin working on your AlumniFire account

Homework: Complete your AlumniFire account. Add a profile picture, biography, education, career history, what you can offer, what you are looking for, hometown, groups, residence halls, skills, and languages.

WEEK 4

- Look over the homepage and feed section, explaining the resources provided
- Show the process of how to find other students of alumni and the benefits
- Show how to find upcoming events at Ohio State
- Demonstrate how to use the job board and find relevant positions
- Show the list of employers on the site and explain the information provided
- Show the various buckeye groups and how to join them

Homework: Reach out to five people on AlumniFire in a position or company of your interest, save five companies, and join any relevant groups.

WEEK 5

- Explain what Handshake is, the purpose, and its importance
- Preview a good Handshake profile, explaining each section and what should and should not be included
- Create and begin working on your Handshake profile

Homework: Complete your Handshake profile. Add a photo, education, biography, work and volunteer experience, organizations and extracurriculars, relevant courses, projects, interests, skills, and personal information.

WEEK 6

- Show how to upload documents onto Handshake and the importance of each one
- Walkthrough the "Your Career Interest" page
- Demonstrate how to utilize the job board, finding positions, applying, and reviewing applications
- Show the list of employers on the site and explain the information provided
- Show companies providing on-campus interviews and review the requirements

Homework: Upload documents, update your career interests, and follow five employers on Handshake.

WEEK 7

- Show how to find upcoming events and rsvp to them
- Review the Q&A tab and explain the function of the page
- Demonstrate how to find and contact other students from various universities
- Review the Career Center tab and show the resources provided

Final Project: Create a slideshow with side by side comparisons of your LinkedIn, Handshake, and AlumniFire profiles (before and after). Then, write at least 5 sentences reflecting on what you learned and explain how you will utilize these tools in the future.

* Take screenshots of all your homework assignments and email them to lao.64@osu.edu. Be sure to save these, as they will be used for our final project. All homework will be reviewed at the beginning of the next class, so make sure to have it done by Tuesday at 11 AM EST. The final project should be emailed to me before midnight one week after it is assigned.