

Integrating LinkedIn:

Connecting Students with Professionals

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Overview

Scaffolded Assignment (2 stages, four activities)




Help Students:

- Develop professional online persona
- Build networking and communication skills that can be used online and in person throughout their careers

2 Stages (4 Activities)

Stage 1: Profile (2-3 weeks)

Photo, Headline, Summary, Groups

 LinkedIn Assignment Description 

To earn credit for the LinkedIn assignment, you'll need to complete the following:

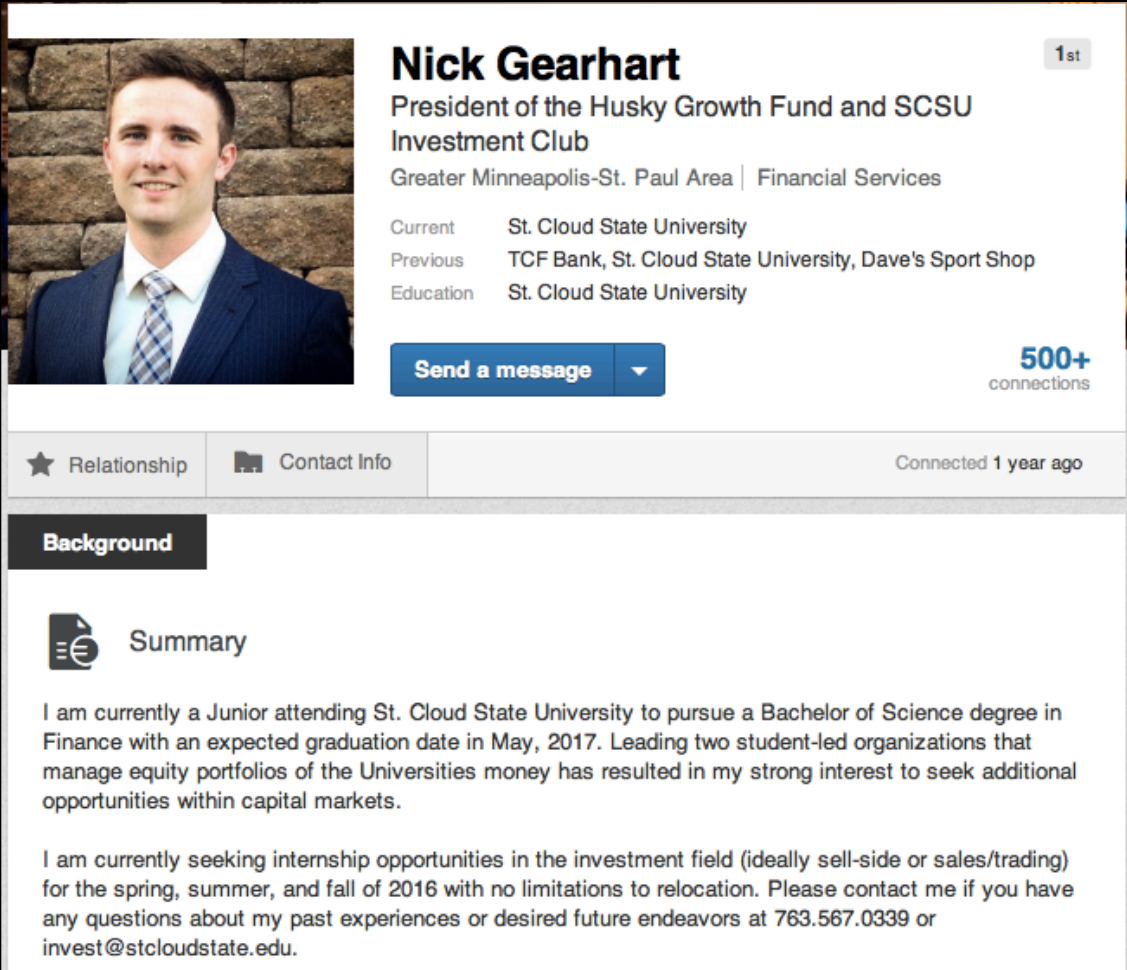
1. Create a LinkedIn account.
2. Complete your profile, including:
 - Professional picture
 - Headline related to your future career field
 - Effective Summary (based on the textbook and the information discussed in class)
 - Education details
 - Experience information
3. Join the following groups:
 - “St. Cloud State University – Herberger Business School” group
 - “SCSU Current Students” group
 - At least two additional groups related to your major
4. Fill in additional details, such as volunteer work, affiliations, languages, awards/honors, certifications, and so on.

Profile Sample

Photo

Headline

Summary



Nick Gearhart 1st

President of the Husky Growth Fund and SCSU Investment Club

Greater Minneapolis-St. Paul Area | Financial Services

Current St. Cloud State University


Previous TCF Bank, St. Cloud State University, Dave's Sport Shop

Education St. Cloud State University

[Send a message](#) 500+ connections

★ Relationship Contact Info Connected 1 year ago

Background

 **Summary**

I am currently a Junior attending St. Cloud State University to pursue a Bachelor of Science degree in Finance with an expected graduation date in May, 2017. Leading two student-led organizations that manage equity portfolios of the Universities money has resulted in my strong interest to seek additional opportunities within capital markets.

I am currently seeking internship opportunities in the investment field (ideally sell-side or sales/trading) for the spring, summer, and fall of 2016 with no limitations to relocation. Please contact me if you have any questions about my past experiences or desired future endeavors at 763.567.0339 or invest@stcloudstate.edu.

Stage 2: Activities (3-9 weeks)

Share, Request, Comment

Activity 1: Sharing an Article

1. Locate a recent article related to your field/industry.
2. Sign into your LinkedIn account.
3. Paste the article link into the search bar.
4. Write a short paragraph (2-4 sentences) summarizing the article for their thoughts.
5. Use the drop-down menu to select "Share".
6. Click the "Share" button.
7. Make a screen capture of the share.
8. Submit the screen capture to your small-class professor.

Activity 2: Requesting Advice from an Alum

1. Sign into your LinkedIn account.
2. Use the Network tab of LinkedIn to locate an alum you would like to request advice from.
3. Send a message to the alum asking a question.
4. Make a screen capture of the assignment.
5. Submit the screen capture to your small-class professor.


NOTE: This network

Activity 3: Commenting in a Group Discussion

1. Sign into your LinkedIn account.
2. Join a group related to your field/industry.
3. Monitor the types of comments and conversations taking place in the group's discussions.
4. Select a discussion or post to comment on.
5. Add a short comment (2-4 sentences) that adds insight, engages with professionals, maintains a professional tone, displays your knowledge.
6. Make a screen capture of the comment (and responses, if you receive any before the assignment is due).
7. Submit the screen capture—either electronically or in print, depending on your small-class professor's instructions.

Activities Samples


Share Sample



David Altmann
Samsung Expert at Best Buy

1s

This is a great article that emphasizes five essential skills that new college graduates need to demonstrate. As a communication studies major, I found this article very refreshing because of how many employers seek skills that are based a... show more



5 skills college grads need to get a job
usatoday.com • The job market for recent college graduates is improving, according to a new survey. But all is not rosy for today's young workers.

Like • Comment • Share

Activities Samples

Share Sample



Miranda Wynkoop

Accounting Student Searching for Internship Opportunities Summer 2016

13d

<https://lnkd.in/b2Tb3A8>

I have never felt that I had less opportunity as a woman in the workforce, but as I enter a male-dominated career, I want to be just as successful as a man who works as hard as I do. Whether society plays a role in... show more



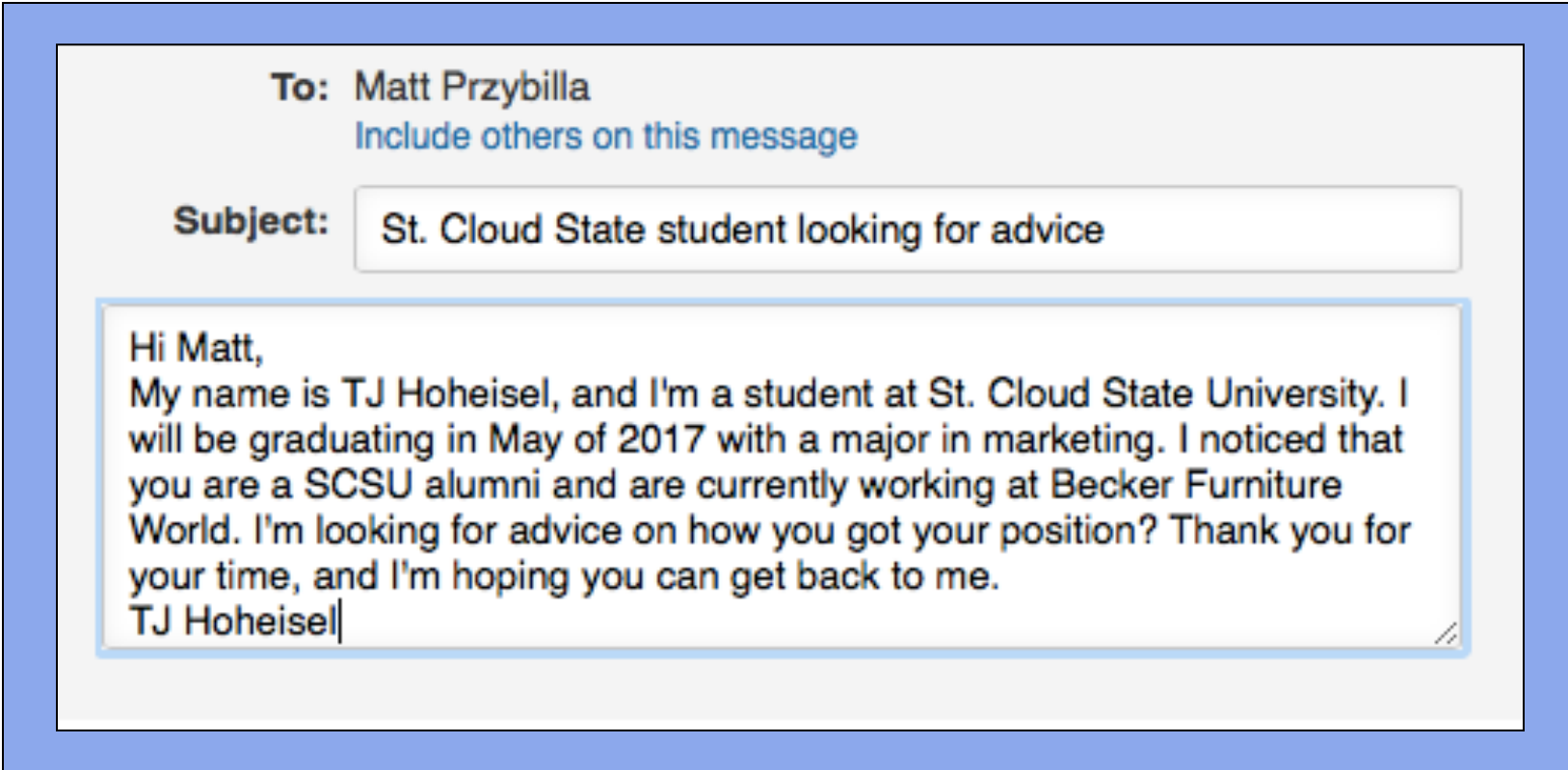
How women can reach the top in accounting

fortune.com • Dear Annie: I've been following Fortune's coverage of women in traditionally male-dominated jobs like engineering, and I wonder if you can shed some light on what'...

Like • Comment • Share

Activities Samples

Request Sample

A screenshot of an email composition window. The 'To' field is filled with 'Matt Przybilla' and has a link 'Include others on this message' below it. The 'Subject' field contains 'St. Cloud State student looking for advice'. The body of the email is a text box containing a message from TJ Hoheisel to Matt Przybilla.


To: Matt Przybilla
[Include others on this message](#)

Subject: St. Cloud State student looking for advice

Hi Matt,
My name is TJ Hoheisel, and I'm a student at St. Cloud State University. I will be graduating in May of 2017 with a major in marketing. I noticed that you are a SCSU alumni and are currently working at Becker Furniture World. I'm looking for advice on how you got your position? Thank you for your time, and I'm hoping you can get back to me.
TJ Hoheisel

Activities Samples

Request Sample



Abby Burckhardt
District Human Resources Manager

...

Today

Hello Abby! I noticed that you were an SCSU alum and were a past member of the American Marketing Association at SCSU. This school year, I am on the e-board at SCSU AMA and am a Management major with a concentration in Human Resources, which made me interested that we have something in common since you currently work in HR. I have a few questions on how you achieved your current work position. If you would like to talk, please let me know. Thank you!

6:52 PM

Activities Samples

Comment Sample (Article)

Pending Submissions



James Fischer commented on [12 Things You Must NEVER Reveal About Yourself At Work](http://ow.ly/JYFVB) <http://ow.ly/JYFVB>

" This is a very interesting article and is all too true. From my experience, an individual that is constantly complaining can ruin the attitude of the entire team and forces others to become uncomfortable. You wouldn't think a lot of these conversations are actually brought up in the workplace, but they are. " [less...](#)

7 seconds ago • [Edit](#) (14 minutes left) • [Delete](#)

Activities Samples

Comment Sample (Conversation)



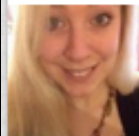
Faith

Faith Forbis, CPA

CFO | Corporate Controller | Expertise In Accounting, IT Financial Management & Business Systems

iCloud computing and mobile devices will revolutionize our world. It's freeing because you can telecommute from anywhere, even on vacation. But then it's not a vacation. And then there is the question of cybersecurity. Obviously, there are pros and cons to change.

Like • Reply privately • Flag as inappropriate • 24 days ago



Cassandra Johnson

Customer Experience and Sales Specialist at Capital One 360

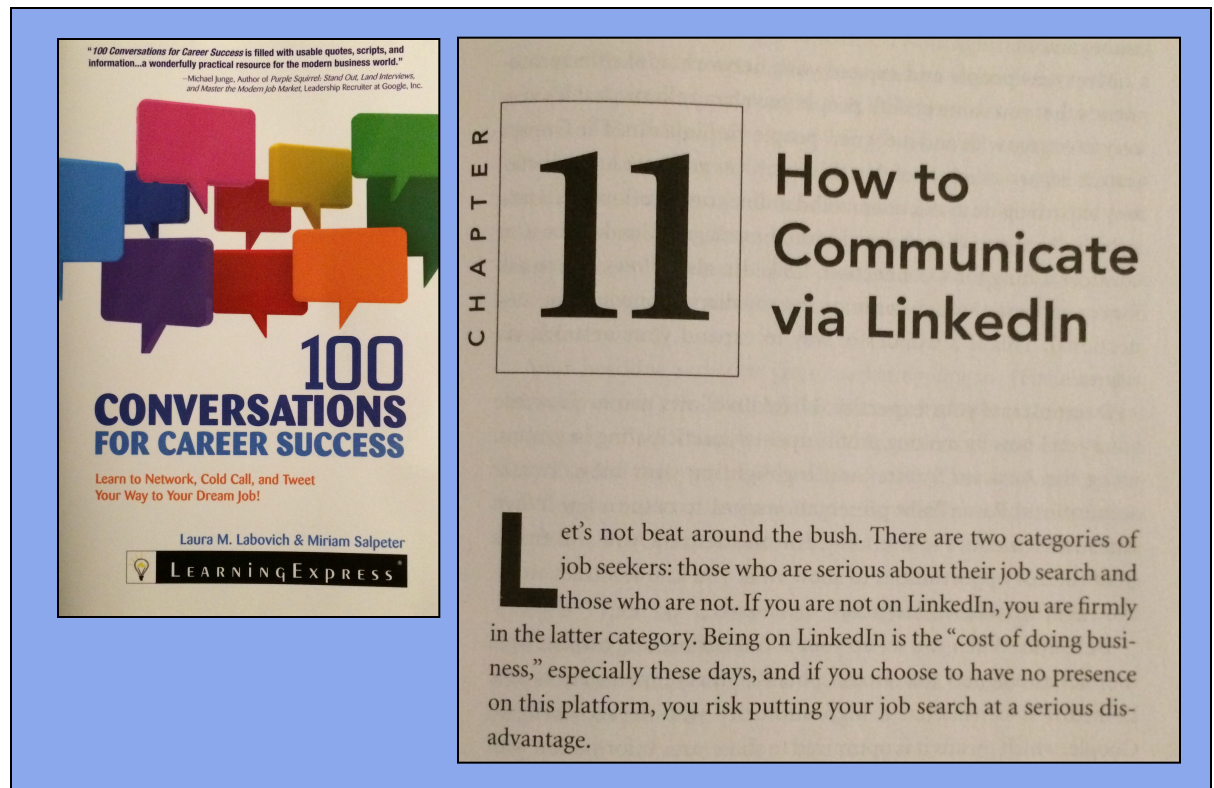
I would agree with Faith. iCloud and mobile devices are changing the way the world does business. Technology is constantly adapting to create more secure and efficient ways to store data. It is possible that relocating to work for a firm will be in the past. I look forward to the opportunities that new technologies will bring to the business environment.

Delete • 1 second ago

Resources

Resources

Textbook



Resources

Videos



The image displays two video thumbnails. The left thumbnail has a teal background with the text '— Top Five —' in a script font, 'PROFILE TO-DO'S' in a bold sans-serif font, and the LinkedIn logo. A video player interface at the bottom shows a play button, a progress bar at 0:01 / 1:21, and a CC icon. The right thumbnail features a blue background with a white network diagram of a world map. Several small profile pictures are connected by lines. At the bottom, it includes the LinkedIn logo, the text 'Welcome to LinkedIn 101', and 'Hosted by Jenae Kaska' next to a larger profile picture of a woman.

— Top Five —
PROFILE TO-DO'S
LinkedIn

0:01 / 1:21

LinkedIn

Welcome to LinkedIn 101
Hosted by Jenae Kaska

Resources

Presentations/Workshops

Example Headline

- Aspiring CPA: Deploying Tax Reports That Anyone Can Understand (91 Characters)
- Certified Sales Professional | Data Analyst | Blogger and Entrepreneur (100 characters)

Example Summary (996 characters)

Patient-Centric | Elder Care | Nutrition and Wellness

I derive my greatest satisfaction from helping others listen, empathize and connect with people, as they are the fullest.

I think that is why I decide to pursue a career in

I will graduate in 2016 with a degree in nursing from St. Benedicts Senior Care facility.

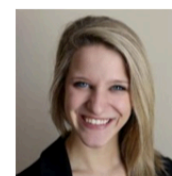
My role there is to help the elderly maintain their independence, help them pay their bills, prepare their meals, help with housekeeping chores.

I know I am good at what I do because after 5 years of working for loyal clients who ask for me by name.

My ultimate goal is to manage a senior care facility and have opportunities to develop my professional skills.

Qualities of a Good Photo

- No hats, sunglasses or props
- Shoulders and above
- Recent photo (not more than 2 years old)
- Looking directly at the camera
- Use the same photo in all social media outlets
- **Free professional photo opportunity at Career Day**



Questions?

Contact me:

- ebtowner@stcloudstate.edu
- www.linkedin.com/in/ebtowner