LEARNING OUTCOMES

First Year Seminar students who engage in a LinkedIn activity will be able to:

• Explain networking in the twenty first century and the role it will play during their time in college and after
• Describe LinkedIn, its purpose, how to use LinkedIn as a freshman and how to build onto their profiles during the rest of their time during college
• Plan how they will individually use LinkedIn to become a competitive candidate now to be prepared for the future
• Anticipate how they will use LinkedIn to reach out to professionals

DEBRIEF WITH CLASS

Q How can you use LinkedIn to reach out to professionals?
   a You can use LinkedIn to identify potential contacts and also learn which paths they took to get where they are.

Q What do competitive job and internship candidates look like on LinkedIn?
   a They are involved and connected. They have continually been growing and moving up throughout their careers. They have leadership experience and they are on top of trends and changes in their fields.

REFLECTION

1. How is LinkedIn relevant to you?
2. What does it take to have a good LinkedIn profile?
3. What should your profile include now and how will you add to it before graduation?
1. Introduce Students to LinkedIn

The best resource for LinkedIn for students is a Higher Education portal on LinkedIn: university.linkedin.com

2. Helpful Resources

The following can all be found at: university.linkedin.com/linkedin-for-students

- **Watch: LinkedIn for Students (2 min)**
  
  Click on “view video” under “LinkedIn for Students” - an overview of what LinkedIn can do for your students.

- **Watch: #1 What is LinkedIn? - and why should I join (5 min)**

- **Distribute or direct students to LinkedIn’s Tip Sheets**
  
  These can be found on the “Quick Tip Sheets” tab under the banner in the middle.

* Use the LinkIn PP Slides

3. Overall Discussion

Questions to consider as you lead your class:

Will a college degree get you a job or into graduate school upon graduation? Why not? How does networking fit into a freshman student’s plan? How will networking change over the course of your time at IUPUI and beyond?