LESSON 3 – LINKEDIN (part 2)

GOALS: This lesson builds on the learning from the previous week by teaching students about:
- LinkedIn's basic and advanced search options
- Discussion groups

OBJECTIVES: The student will:
- Complete a keyword search
- Complete an advanced search, including geographic locator
- Understand how discussion groups function
- Join discussion groups
- Participate in discussion groups on LinkedIn
- Connect to a company/individual they have found on a search.

INTENDED LEARNING OUTCOMES: Students will have a full LinkedIn profile set-up, will have joined at least one discussion group joined and will have 5 (or more) connections established. They should also be connected to a company/individual who is directly related to the dream job which they Googled for homework in week 1.

PRESENTATION: Find and follow on LinkedIn

ACTIVITY: Students complete the tasks on worksheet

Sample timeline:

09.00-09.15: recap of last week's class. Answer any queries raised.

09.15-09.30: presentation

09.30-!0.15: practical activity

10.15-10.30: Q&A/discussion

Required equipment

- Laptop x 1
- PCs x 10
- Projector
- Whiteboard

HOMEWORK:
Students will complete an advanced search for a dream job, using the geographic locator function. A screenshot of search terms including location, together with the results page, should be produced in class the following week.