

## DISCUSSION ASSIGNMENT: CAREER PATHS ON LINKEDIN

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Understanding how the work you are doing fits into the broader field of professional writing is key to developing your own career path. Sifting through relevant job positions on LinkedIn will help you see the multiple ways professional writing skills can be deployed as careers. You will also see the variety of career paths available to you, few of which are as linear as we imagine. In the end, you will better be able to talk about your intern experience to future employers.

### ASSIGNMENT

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We're going to start thinking about professional presence and how you might go about communicating the work you've done thus far, not just in your internship, but in your schooling here at UNCW.

To get us started, I would like you to go to [LinkedIn.com](https://www.linkedin.com) and look for profiles of people working in a field that intersects with what you are currently doing. To do this, you must first create a LinkedIn account (unless you already have one). [Here](#) is one of the many tutorials available on YouTube for getting started with LinkedIn.

You are welcome to complete your LinkedIn profile as much as you like, but we will be working on this next week. For now, look for profiles of people doing similar kinds of work as you (using the search bar). For example, those working at museums might look for "museum communication coordinators." Or those doing a lot of social media work might look for "social media manager." There may be some profiles that are only viewable with a paid account, but there should be plenty still viewable.

When you find an interesting profile, post a link to Yammer with a brief note highlighting what you think are the most interesting items, techniques, or strategies. We will discuss these further next week.