

# **Assignment Information:**

Using LinkedIn to Connect  
with Professionals

# Goals

**Employment comm.** (recruiters, students)

**Business writing** (four Cs, social media)

**Audience** (general, up, across)




**Professionalism** (online persona, tone)

**Networking** (similarities, indirect asking)

# Assignments (2 Stages)

# 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:**

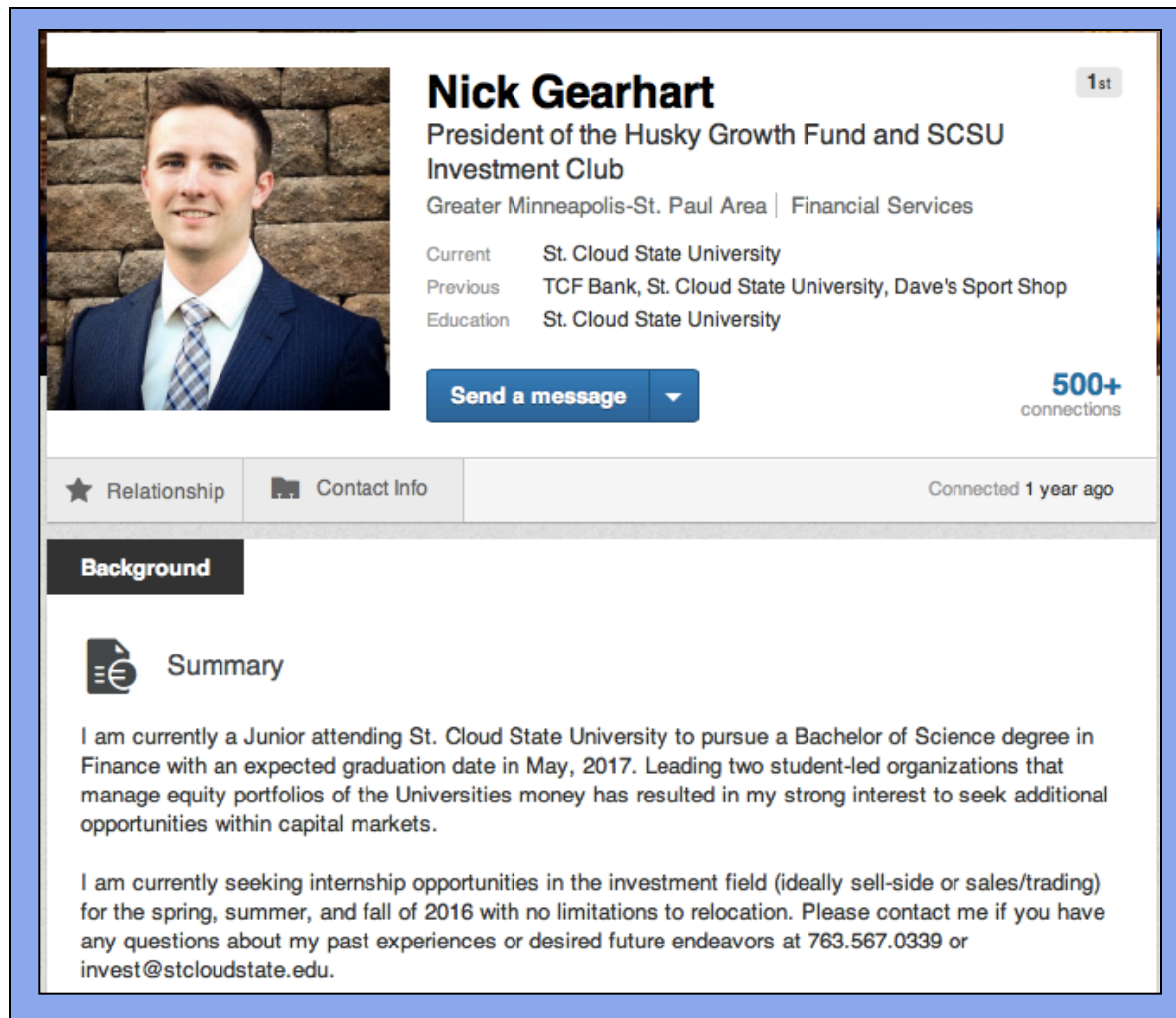
1. Create a LinkedIn account.
2. Complete your profile, including:
  - Professional picture
  - Headline related to your future career field
  - Effective Summary (based on the textbook and the information discussed in class)
  - Education details
  - Experience information
3. Join the following groups:
  - “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



The screenshot shows a LinkedIn profile for Nick Gearhart. On the left is a profile picture of a young man in a suit and tie. To the right of the photo, the name "Nick Gearhart" is displayed in bold, with a "1st" badge. Below the name is the headline: "President of the Husky Growth Fund and SCSU Investment Club". Underneath the headline is the location and industry: "Greater Minneapolis-St. Paul Area | Financial Services". A list of current, previous, and education information follows. A blue "Send a message" button is visible. Below the profile information is a navigation bar with "Relationship" and "Contact Info" tabs, and a "Connected 1 year ago" indicator. The "Background" section is expanded, showing a "Summary" icon and two paragraphs of text.


**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 comment (2-4 sentences) for their thoughts on the article.
5. Use the drop-down menu to select "Share".
6. Click the "Share" button.
7. Make a screen capture of the shared article.
8. Submit the screen capture on your small-class platform.

### Activity 2: Requesting Advice from an Alum

1. Sign into your LinkedIn account.
2. Use the Network tab to search for alumni in your field/industry of LinkedIn to locate someone you would like to contact.
3. Send a message to the alum asking a question.
4. Make a screen capture of the response to the assignment.
5. Submit the screen capture on your small-class platform.

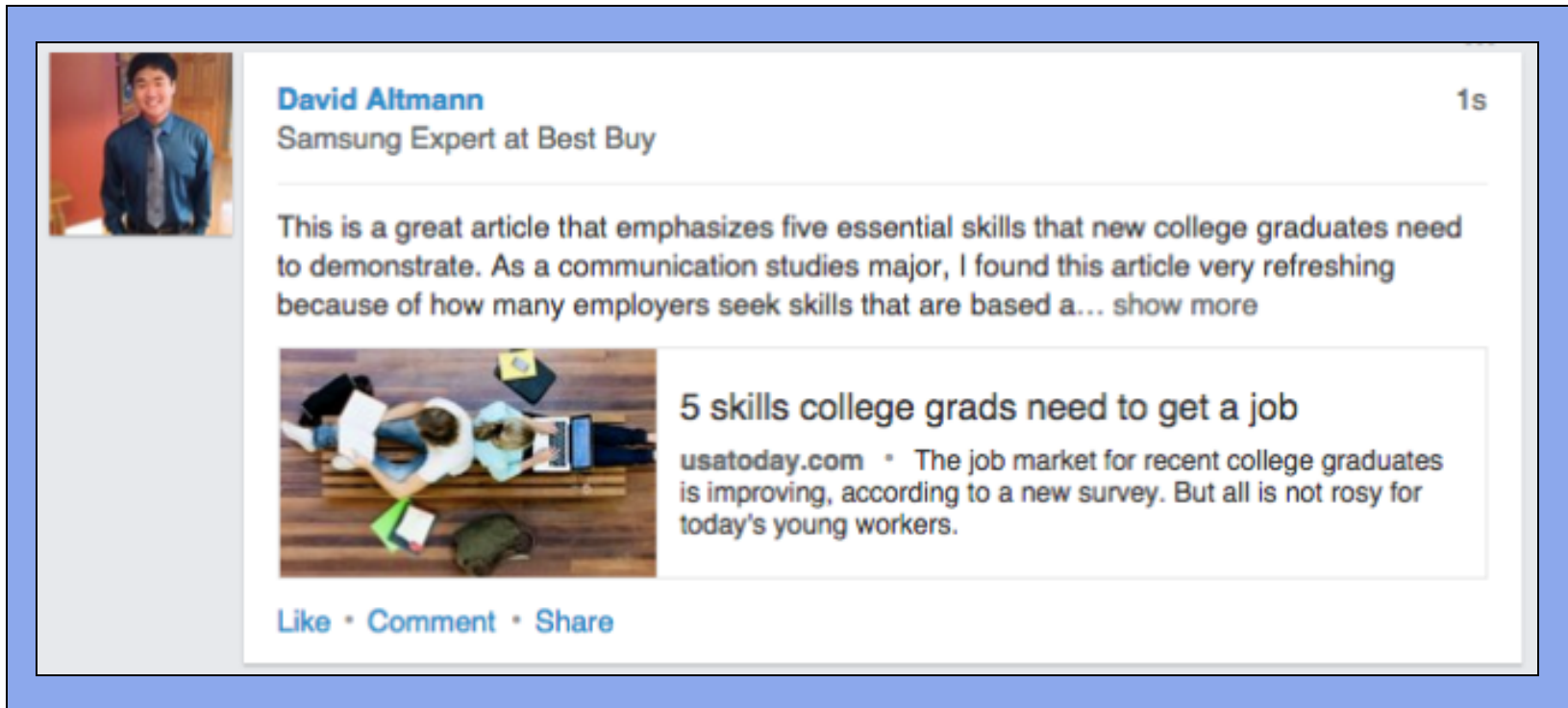
*NOTE: This network*


### 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

## Sample of “Share” Assignment



 **David Altmann**  
Samsung Expert at Best Buy 1s

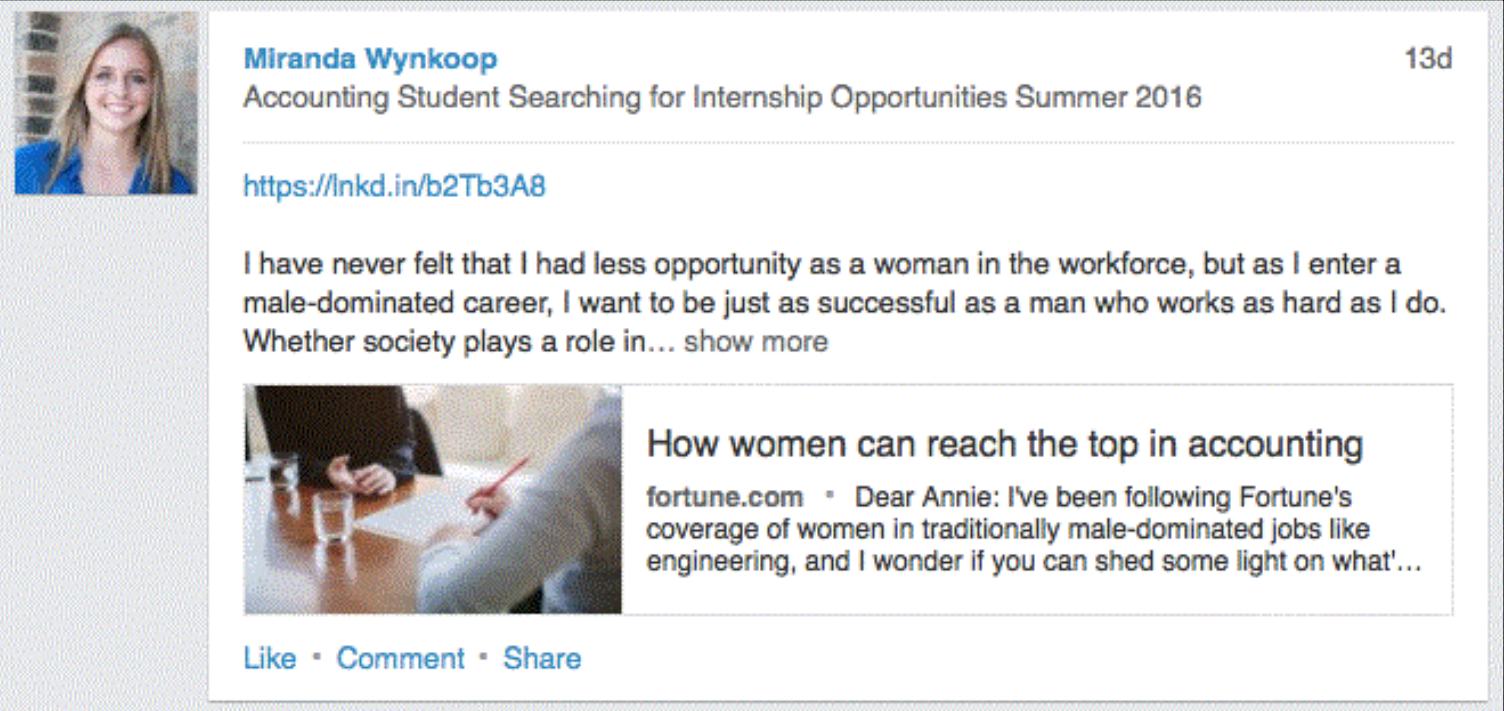
This is a great article that emphasizes five essential skills that new college graduates need to demonstrate. As a communication studies major, I found this article very refreshing because of how many employers seek skills that are based a... [show more](#)

 **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

## Sample of “Share” Assignment



The image is a screenshot of a LinkedIn post. On the left is a profile picture of a young woman with blonde hair, Miranda Wynkoop. To the right of the photo, her name 'Miranda Wynkoop' is written in blue, followed by her title 'Accounting Student Searching for Internship Opportunities Summer 2016' in black. In the top right corner of the post area, it says '13d'. Below the name and title is a blue URL: 'https://lnkd.in/b2Tb3A8'. The main text of the post reads: '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'. Below the text is a featured image showing two people in a meeting, with one person pointing at a document. To the right of this image is a link to an article: 'How women can reach the top in accounting' from 'fortune.com'. The article snippet reads: '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...'. At the bottom of the post, there are three blue links: 'Like', 'Comment', and 'Share'.

**Miranda Wynkoop** 13d  
Accounting Student Searching for Internship Opportunities Summer 2016

<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

## Sample of “Request” Assignment

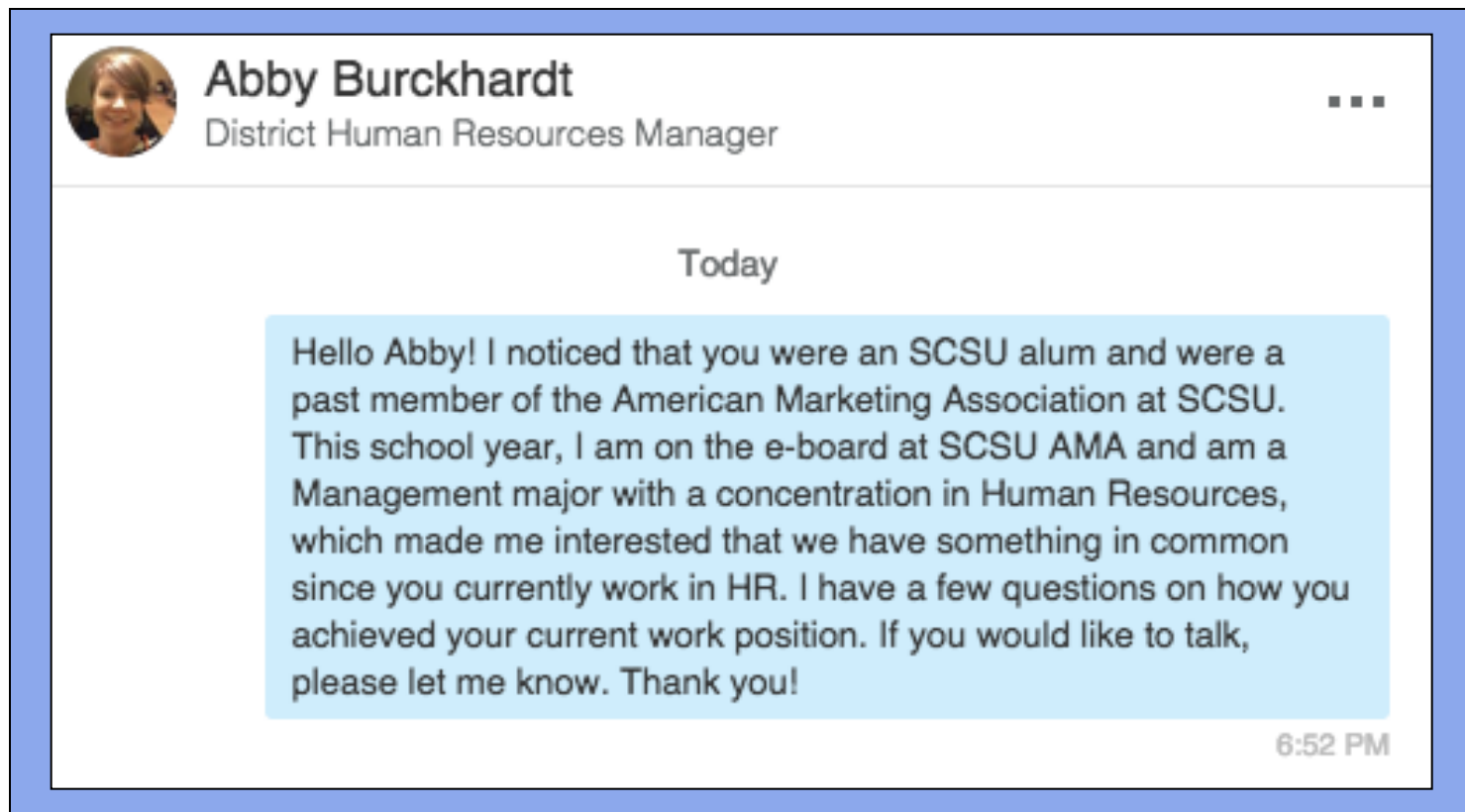
**To:** Matt Przybilla  
[Include others on this message](#)

**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

## Sample of “Request” Assignment



The screenshot shows a LinkedIn message interface. At the top left is a circular profile picture of Abby Burckhardt. To its right is the name "Abby Burckhardt" and the title "District Human Resources Manager". On the far right of the header is a three-dot menu icon. Below the header is a horizontal line, followed by the word "Today" centered. A light blue message bubble contains the text: "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!". In the bottom right corner of the message bubble, the time "6:52 PM" is displayed.

**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

## Sample of “Comment” Assignment

### Pending Submissions



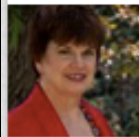
James Fischer commented on [12 Things You Must NEVER Reveal About Yourself At Work](http://ow.ly/JYFVB) <http://ow.ly/JYFVB>

" 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

## Sample of “Comment” Assignment



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

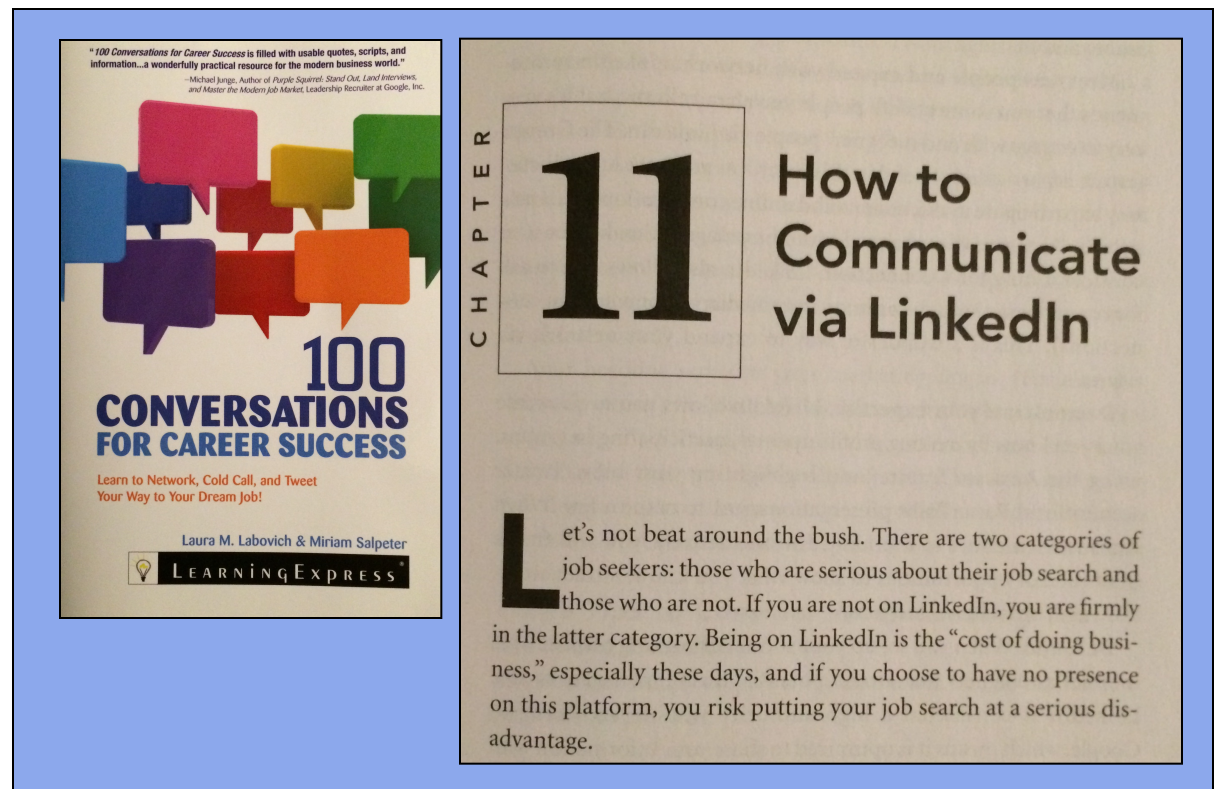
I would agree with Faith. iCloud and mobile devices are changing the way the world does business. Technology is constantly adapting to create more secure and efficient ways to store data. It is possible that relocating to work for a firm will be in the past. I look forward to the opportunities that new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

Delete • 1 second ago

# Resources

# Resources

## Consider a Textbook



# Resources

## Show Videos

Top 5 Profile To-Dos: <https://www.youtube.com/embed/B8WZxYFaSml>

Profile and Networking Tips:

<https://www.youtube.com/watch?v=G0wx4mvt5G0>



## Give a Presentation

### Example Headline

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

### Example Summary (996 characters)

Patient-Centric | Elder Care | Nutrition and

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

I think that is why I decide to pursue a career

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

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

I know I am good at what I do because after o loyal clients who ask for me by name.

My ultimate goal is to manage a senior care fa 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**

