

LINKEDIN FOR BUSINESS: INTRODUCTION

WORKBOOK

Empower and invest in yourself

LEARNING ACTIVITY 01

INDIVIDUAL WORK

There are certain concerns when it comes to using social media for business.

Indicate the correct concerns by ticking the appropriate blocks.

"My customers are not social."		OR		"My customers are rude."
"Social media is a platform for negative feedback."		OR		"Social media is a platform for irrelevant feedback."
"Social media is a communication channel."		OR		"Social media is a platform for irrelevant feedback."
"Blogging is time-consuming."		OR		"Blogging is false advertising."
"Should a company be visible on every social media platform?"		OR		"Should a company be advertising on every social media platform?"

LEARNING ACTIVITY 02

INDIVIDUAL WORK

Your free account with LinkedIn allows you to use most of LinkedIn's most popular features.

Complete the following sentences by underlining the appropriate options.

1. Building a network of connections with no limits on size or _____.

numbers | characters

2. Creating a professional and _____ LinkedIn profile.

detailed | sophisticated

3. Giving and receiving an unlimited number of _____.

recommendations | connections

4. Joining or _____ up to 50 different LinkedIn groups.

viewing | creating

5. Performing an unlimited number of _____ for LinkedIn members in your extended network.

searches | requests

LEARNING ACTIVITY 03

GROUP WORK

There are several navigation icons along the top right of the screen.

Provide the names of the icons for the following descriptions by using the words below.

1. The picture of an envelope opens up the LinkedIn Inbox, where you can see incoming messages and invitations.

2. The flag icon indicates new actions you should be aware of, like when you are mentioned, receive an endorsement or recommendation, or have a new connection.

3. The picture of the + with a person is a quick link to bring up the tools to add more connections to your LinkedIn network.

4. After you add a profile picture, this is a thumbnail of your profile photo, and clicking this button expands a list of options that allow you to check your settings.

Account & Settings | Notifications | Grow My Network | Inbox

LEARNING ACTIVITY 04**INDIVIDUAL WORK: REFLECTION**

On LinkedIn, the basic type of connection is a contact you know personally and who you trust on a professional level.

Answer the following questions as honestly as possible.

1. For what purpose would you want to join LinkedIn?

2. Think about the option you have chosen above. Will LinkedIn assist with your purpose?

LEARNING ACTIVITY 05

GROUP WORK

For a company in LinkedIn's directory, there are certain fields you need to fill in.

Indicate the correct fields by ticking the appropriate blocks.

Company location		OR		Company name
Your job title before working for the company		OR		Your job title while working for the company
The time period you worked for the company		OR		The time period you want to work for the company
Number of your job duties		OR		Description of your job duties

LEARNING ACTIVITY 06

INDIVIDUAL WORK

Your Education section says a lot about you, especially to potential employers and to former schoolmates who are looking to reconnect with you.

Complete the following sentences by using the words below.

1. Scroll down your profile until you see the Education heading. Click the Add Education _____.
2. Complete the degree information about your education. This includes filling in your degree type, fields of study, grade you received, and the _____ you attended this institution.
3. Scroll down to the Activities and Societies text box and fill it in. Enter any extracurricular _____ you participated in while attending this school.
4. Scroll down to the Description text box and enter any _____ information about your education experience.
5. When you're done entering information, _____ down and click the Save button.

additional | link | activities | scroll | years

LEARNING ACTIVITY 07**INDIVIDUAL WORK**

You don't need to update your profile as often as you update a blog, but you certainly don't want to leave your profile untouched for months on end.

Indicate when it is useful to update your profile by ticking either true or false.

	True	False
Getting a new job or promotion		
Launching a new project		
Receiving an award or honour for your professional, non-profit, or volunteer work		
Being appointed to a board of directors or elected to a professional association board		
Performing well in your current duties		

LEARNING ACTIVITY 08

GROUP WORK

On LinkedIn, the basic type of connection is a contact you know personally and who you trust on a professional level.

Answer the following questions as honestly as possible.

1. For what purpose would you want to join LinkedIn?

2. How does one join a LinkedIn group?

onlineacademy
interactive online training

ONLINE ACADEMY

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