

# LinkedIn Assignment

Social networking sites have become an integral part of the way we communicate. LinkedIn is a directory of professionals and companies. LinkedIn is professional and should **not** be used like Facebook, Twitter, etc. Individuals and companies use LinkedIn for networking, job searching, hiring, company research, and connecting with affiliates, including alumni, industry, and a variety of other business related groups.

For this assignment you will need to join [www.linkedin.com](http://www.linkedin.com) by creating an account. You need to start your profile by completing the minimum required information so that your profile becomes available on LinkedIn. You will also need to fill in your current (if applicable) and past work experience, your current education information including Southeastern Technical College as your school, and add your summary with an overview of your experience and goals. Also, describe your unique strengths in a way that makes you a strong job candidate.

Please complete each requirement below to earn your points (max 15).

<b>Task</b>	<b>Requirements</b>	<b>Points Available</b>
Join LinkedIn	Complete the minimum required information so that your profile becomes available on LinkedIn.	2 points
Complete Experience Section	Fill in your current (if applicable) and past work experience (at least 2 positions)	1 points
Complete Education Section	Fill in your current education information with Southeastern Technical College (and past college degrees if applicable)	1 points
Complete Summary	Add your Summary with an overview of your experience and goals	2 points
Complete Specialties	Describe your unique strengths in a way that makes you a strong business partner or job candidate	2 points
Add Connections	Find 5 LinkedIn users whom you know personally or professionally. Make a connection with each (that individual must accept your invitation for connection).	5 points*
Get Recommended	Get at least 2 of your connected contacts to Recommend you.	2 points*
Connect to Instructor	To turn your assignment in for grading, you will need to find your instructor on LinkedIn and send an invitation to make a connection.	Required for grading
<b>Total Available Points</b>		<b>15 points</b>

Adding connections and getting recommended is the most valuable part to this exercise. Since you must rely on others to help you in completing these tasks it is recommended that you start this assignment early to allow your contacts time to respond. It is also recommended that you send invitations to 2-3 times the number of people needed for each of these tasks in order to obtain the minimum requirements. If 1 week (or more) prior to the assignment due date you feel you have exhausted all resources and have not been able to secure the needed connections and recommendations, please notify the instructor immediately. Challenges with this exercise that are brought to the instructors attention after 1 week prior to the assignment due date will not be addressed and grade concessions will not be made.

Further information on LinkedIn:

Article on About.com - <http://jobsearch.about.com/od/networking/a/linkedin2.htm>

What is LinkedIn? - <http://www.youtube.com/watch?v=ZVIUwwgOfKw>