



CAREER EXPLORATION

LESSON PLANS & ACTIVITIES

TOPIC: NETWORKING & LINKEDIN

Learning Objectives

- Introduce students to the practice of online networking.
- Provide students with information about LinkedIn and how to set up their own profile. Note: Students should bring personal devices to class to work on individual profiles.
- Demonstrate several resources available on LinkedIn and how LinkedIn can function as a powerful networking tool.

Core Concepts

Dysfunctional Belief: "You should focus on your need to find a job."

Reframe: "You should focus on the hiring manager's need to find the right person."

Instructor Resources

- Online Image Presentation: <https://career.missouri.edu/services/faculty-staff/class-lesson-plans/online-image/>
- LinkedIn Summary Activity
- LinkedIn Checklist Activity

Instructor Notes

- Identify the one or two main points you want your students to understand about LinkedIn.
 - Ex: Networking importance, alumni connections, Mizzou clubs, job search, etc.

Journal Prompt

How do you think LinkedIn can help you in your professional development?

Possible Activities

- **Speed networking activity:** Give students an example of a good elevator pitch (<https://www.indeed.com/career-advice/interviewing/how-to-give-an-elevator-pitch-examples>), a quick way to make an introduction in the time it takes for a brief elevator ride. The pitch

should be a snapshot of their story. After you have given your students a few minutes to consider their own pitch, pair everyone up with a partner and have them practice delivering it. After a few minutes, switch partners. Do this for several rounds so that students get the chance to see what others say in their pitch.

- **Share Videos:** Show student introduction videos from LinkedIn about why this social networking site is important. Available at: <https://university.linkedin.com/linkedin-for-students>.
- **LinkedIn Demo:** Have students sign into their new account and follow along as you highlight important sections of the LinkedIn profile.
- **Find Alumni:** Show your students how to find alumni tool and talk about the relevance for networking (www.linkedin.com/alumni)
- **Create LinkedIn Summary:** <https://missouri.app.box.com/s/1bdj4oili315p6ws7rj0mqn6di5z8wpi>
- **Complete LinkedIn Checklist:**
<https://missouri.app.box.com/s/ux42rye30zdd50vfn03jv9z3wcouuqf4>

Discussion Questions

- Why do you think it is important to build a strong professional network?
- What are some benefits you have experienced that were a result of the connections you or a family member had?
- What are some tips you learned today that can help you successfully network in the future?
- Why do you think utilizing a professional networking website like LinkedIn is important?
- What do you think will be the most challenging aspect of building an effective LinkedIn profile?
- Why is it important for an individual to maintain a positive online image?