



## Business Communications/Job Search Assignment Using LinkedIn.com

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**Information:** The business world and job searching has changed dramatically during the last 5 years. Employers and professionals in almost every industry are now utilizing online sites such as Facebook, Myspace, and LinkedIn.com.

**Instructions:** You must complete any 3 of the 5 options listed below using [www.linkedin.com](http://www.linkedin.com) AND submit a 2 -3 page written report containing:

- I. Describe the assignment options you completed with examples of your 'comments', 'discussions', 'recommendations', or others. If you received no responses from groups or professionals, discuss details about the group, professional, and company you researched.
- II. Ways [www.linkedin.com](http://www.linkedin.com) can build stronger business communications.
- III. Ways [www.linkedin.com](http://www.linkedin.com) can limit effective business communications.
- IV. What was your overall experience using [www.linkedin.com](http://www.linkedin.com) and will you use it now or in the future? Describe successes and challenges you experienced.

### Assignment Options:

**A. Create and complete your LinkedIn profile with at least 50% completeness:**

Look for this on the 'Edit My Profile' page:  100% profile completeness

**B. Search and Join three professional 'Groups' with 100+ current members and:**

Either comment on 2 current discussions within the group or  
Start 3 new discussions within the group

**C. Search and invite three professionals in industries/positions you're interested in and:**

Ask informational interview question(s) of your new connections.  
(Informational Interview Guide: [http://www.quintcareers.com/informational\\_interviewing.html](http://www.quintcareers.com/informational_interviewing.html))

**D. Search 'Companies' you're interested in and invite three 'Current' or 'Former' Employees to join your network**

**E. Request three 'Recommendations' from your network connections**

'Recommendations' is a great way to create an online 'Letter of Reference'.

View my profile and join my network for an example of how to build your profile and network: [www.linkedin.com/in/erichilden](http://www.linkedin.com/in/erichilden)

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