

Job Search Assignment using LinkedIn.com


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 to network and share job opportunities. Your success in the competitive job market may depend on your ability to use these environments while building your online professional 'brand'.

Instructions: You must complete any 3 of the 5 options listed below using 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 can build stronger business communications.
- III. Ways www.linkedin.com can limit effective business communications.
- IV. What was your overall experience using www.linkedin.com and will you use it now or in the future? Describe successes and challenges you experienced.
- V. Please provide your new linkedin profile.

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
Edit and personalize all sections of your profile including the 'url'.

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

Comment on 3 current discussions within the group (s)
Start 3 new discussions within each group

*** Follow your discussions so you can see when others make comments

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

Complete informational interviews on at least three professional connections.
(Informational Interview Guide: 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

Review the profiles, new hires, and where people worked before and after working at that company.

E. Request three 'Recommendations' from your network connections

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

View an example of a complete linkedin profile: www.linkedin.com/in/erichilden

Prepared by: Eric Hilden, Career Placement Officer at Saddleback College, ehilden@saddleback.edu