

# DFH Guided Practice

## Context

Course: IBM 4032 e-Marketing/Digital Marketing

Type: Face-to-face, meets 2x/week

Students' Standing: Mostly seniors in last year, some juniors.

Required Digital Text: Digital Marketing Essentials, by Larson and Draper, Stukent.

## Lesson

### Leveraging LinkedIn

*I tested a rough version of this lesson with guided practice using the detailed Learning Objectives developed at the ½ day workshop. This was coupled with material from the video Motivating Students to Prepare. I specifically stated value of outcomes (i.e. jobs, career growth) and connected tasks to outcomes. I closed with expectance of success.*

*Most Noticeable Result: The few students who always appear slightly distracted by their own laptops closed their laptops to listen! That's a win in my book.*

### “Guided Practice” (draft)

the instructions you give students to prepare for class

*Via Blackboard, announce the following 2 weeks before this lesson.*

Prior to 4/29 class, watch the Stukent Expert Session (video) on Launching Your Digital Marketing Career in Today's Workplace (approx 18 min., chapter 10). Nathan Tanner, author of Not Your Parents' Workplace, shares actionable items for using LinkedIn.

- Identify at least 1 takeaway on how LinkedIn can help your career (5-10 min.).
- Takeaways will be shared in class.

When we meet Monday, I will provide an initial road map to develop a compelling LinkedIn profile that will get the attention of recruiters. In the meantime, you have valuable LinkedIn resources at your fingertips:

- [Profile Checklist](#)
- [The Student Job Hunting Handbook Series](#)

## In-Class Lesson Plan (draft)

### what you'll do in that class period (or periods)

*Roadmap presentation to be delivered. Students need to listen with an open mind and curiosity, take notes, and start thinking in the context of a roadmap and not just the immediate future. For every main point, include specific action items that can be carried out in bite-sized manageable chunks. Let students know not all must be done at one time in one sitting.*

### Outline for Roadmap Presentation (details in pdf titled “Leveraging LinkedIn”)

- Why Should You Care? (factoid)
  - Learning Outcome
- Identify What to Include (use profile checklist)
  - Be Specific
- Employ Best Practices (career sites, thought leaders, pros, etc.)
  - Follow Others
- Look for Great Examples (individual profiles)
  - Notice Details
- Get Recommendations (show personal example)
  - Start with Two
- Construct Customized Messages (connection request)
  - Start with Three
- Invite Individuals to Connect (types of people to request)
  - Easy 20, Target 50
- Get Started | Make Time | Update Consistently (bring back opening factoid)
  - Value of Outcome

### “Advanced Practice” (draft)

#### the instructions you give students for more complex follow-up and reflection

Leveraging LinkedIn presentation file will be shared with students after the lesson. The follow-up is built into the sub-bullets in the Outline and pdf titled Leveraging LinkedIn. For reflection, students will be asked to:

1. Describe something from the lesson that resonated and why it stuck (5-10 min.)
2. Identify a specific action item (from follow-up in outline sub-bullets) for completion with self-assigned timeline/deadline prior to end of term (10 min.).
3. Complete the action item (time will vary).
4. Communicate via Blackboard discussion completion of action item(s) and request LinkedIn invitation to connect with professor (10-15 min.)

# Leveraging LinkedIn

## Business Social Networking

Chen Shah

# Why Should You Care?

All-Star LinkedIn Users Are 40 Times More Likely to Get Contacted—Here's How to Score That Rating



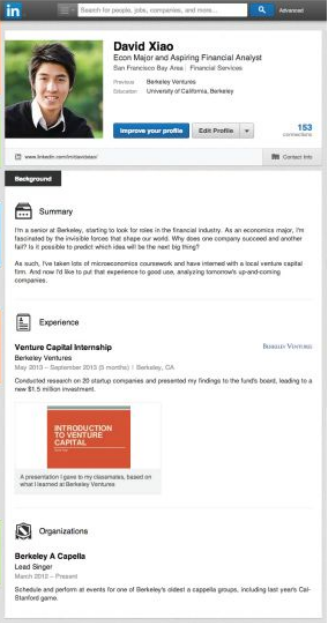
## Learning Outcome

Develop a compelling LinkedIn profile that will get the attention of recruiters and hiring managers!

# Identify What to Include

## LinkedIn Profile Checklist

- PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!
- HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.
- SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.
- EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.
- ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.



The screenshot shows a LinkedIn profile for David Xiao, an Econ Major and Aspiring Financial Analyst. The profile includes a photo, a headline, a summary, and an experience section. The summary section contains the following text: "It's a honor at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next 'big thing'?" The experience section lists a "Venture Capital Internship" at Berkeley Ventures from May 2014 to September 2013 (2 months) in Berkeley, CA. The description states: "Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment." Below this is a thumbnail for a presentation titled "INTRODUCTION TO VENTURE CAPITAL" with the text: "A presentation I gave in my classrooms, based on what I learned at Berkeley Ventures." The organizations section lists "Berkeley A Capella" as a "Lead Singer" from March 2012 to Present, with the description: "Schedule and perform at events for one of Berkeley's oldest a capella groups, including last year's Cal-Berkeley game."

Continued >>

## Be Specific

- Use the checklist.
- Assemble accomplishments, not just responsibilities
- Break into manageable bite-sized chunks.

# Employ Best Practices

## The 31 Best LinkedIn Profile Tips for Job Seekers

### The 5 Best LinkedIn Profile Tips From a Recruiter

LinkedIn Tips / By Biron Clark

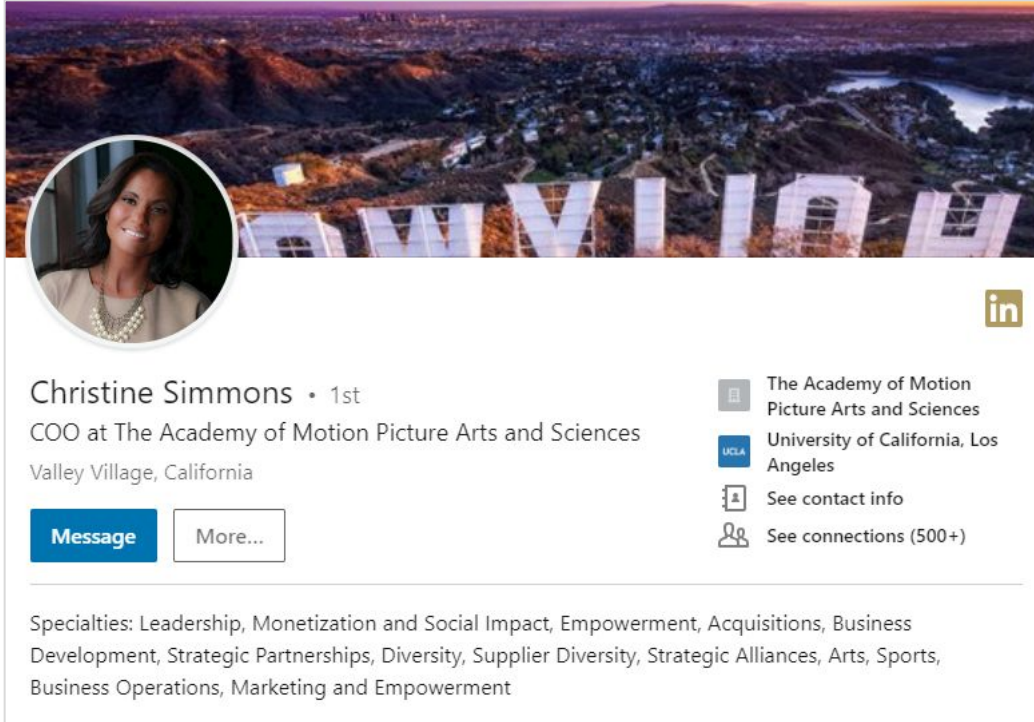
### The Student Job Hunting Handbook Series

Packed with insights and tips from our 400 million+ members, this series is designed to help students move into the professional world with confidence. Whether you're in your senior year or a few semesters out, this series will give you the preparation you need to start your career.

## Follow Others

- LinkedIn
- Thought leaders
- Career websites
- Career center
- Professors





# Look for Great Examples



The image shows a LinkedIn profile for Christine Simmons. The background banner is a scenic view of a city at sunset with the word 'VALLEY' written in large white letters across the middle. The profile picture is a circular portrait of Christine Simmons, a woman with dark hair, wearing a necklace. Below the profile picture, the name 'Christine Simmons' is followed by '• 1st' and 'COO at The Academy of Motion Picture Arts and Sciences'. The location is 'Valley Village, California'. There are two buttons: 'Message' and 'More...'. To the right of the profile information, there are three icons with text: a building icon for 'The Academy of Motion Picture Arts and Sciences', the UCLA logo for 'University of California, Los Angeles', and a person icon for 'See contact info'. Below these is a person icon with a plus sign for 'See connections (500+)'. At the bottom of the profile, there is a section for 'Specialties' listing various skills and areas of expertise.

Christine Simmons • 1st  
COO at The Academy of Motion Picture Arts and Sciences  
Valley Village, California

[Message](#) [More...](#)

 The Academy of Motion Picture Arts and Sciences  
 University of California, Los Angeles  
 See contact info  
 See connections (500+)

Specialties: Leadership, Monetization and Social Impact, Empowerment, Acquisitions, Business Development, Strategic Partnerships, Diversity, Supplier Diversity, Strategic Alliances, Arts, Sports, Business Operations, Marketing and Empowerment

## Notice the Details

- Wording
- Keywords (!!!)
- Images
- Activity
- Groups
- Tone

# Get Recommendations



**Karen Helweg-Larsen**

Strategic Growth Driver:  
Digital Transformation &  
Data-Driven Marketing  
leadership | Head of  
Engagement, Google CPH

July 15, 2013, Karen was senior to  
Lydia but didn't manage directly

Lydia is an outstanding leader – an exceptional smart and resourceful marketer. As WebMetro's Director of Marketing she delivers innovative and effective brand campaigns, deploys hardcore direct tactics to keep the pipeline full, while nurturing a corporate culture of community involvement. She does it all with an intense attention to details, laser-focused on the bottom line, and a contagious positive attitude. Lydia is always on the forefront of marketing – absorbing trends before they trend. She has been instrumental in starting the LA chapter of SEMPO, and an essential part of the continued growth of this organization. WebMetro's Care Committee is her brain child as well, our involvement and impact on local charities makes me proud to be part of WebMetro. I enjoy working with Lydia; she's a tremendous asset to any organization looking for strategic growth. [See less](#)

## Start with Two

- Without reservation
- Speak to character
- Professional capacity
- Academic performance



# Construct Customized Messages for Connecting



Image by Shutterstock

## 7 Best Ways to Customize A "Connection Request"

### Start with Three

- Say if you've met or have never met
- Find the angle (look at profile!)
- Include CTA




# Invite Individuals to Connect

**7 Types of People You Should Connect With On LinkedIn**



Bookie Efstat  
Read full profile

People you may know from California State Polytechnic University-Pomona [See all](#) < >

 <p><b>Ruben Dua</b> Founder of dubb.com</p> <p>23 mutual connections</p> <p><a href="#">Connect</a></p>	 <p><b>Summer Rhorer</b> Hospitality Recruiter at HORIZON...</p> <p>10 mutual connections</p> <p><a href="#">Connect</a></p>	 <p><b>Lorraine Young</b> Accounting &amp; Finance Recruiter</p> <p>7 mutual connections</p> <p><a href="#">Connect</a></p>
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## Easy 20, Target 50 (Beginner)

- Guest speakers
- Classmates
- Professors
- Co-workers
- Mentors
- Industry professionals
- Alumni network

# Get Started | Make Time | Update Consistently

All-Star LinkedIn Users Are 40 Times More Likely to Get Contacted—Here's How to Score That Rating



## Value of Outcome

Getting the attention of recruiters and hiring managers leads to new opportunities...

...jobs, career growth, transitions, mentors, skills, speaking gigs, expanding your world via relationships.