



LINKEDIN PROFILE ASSIGNMENT

Using provided resources for assistance, student activates LinkedIn account and develops professional profile including professional photo, as well as completes summary, education, experience, and skills sections. Student joins at least two groups on LinkedIn and connects with at least five others on LinkedIn.

Assignment learning goals:

1. Student will develop a professionally acceptable online presence
2. Student will navigate the premier professional networking site
3. Student will create the beginnings of an online professional network on which to build.

Resources for student use:

- *How to Build a Great Student LinkedIn Profile (pdf)*
- *Career & Co-op Center's LinkedIn Career Corner*
- *UMass Lowell Alumni-Student Career Connections LinkedIn group*
- *Video - LinkedIn for Students: Top 5 Profile To-Dos*
http://www.youtube.com/watch?v=ur6wzm2ebdw&list=PL7MtT0VRyvmlePuNLkWx6_OSq0W0-Xi6U

Additional Career & Co-op Center resources for faculty and/or student use:

- LinkedIn profile critique rubric