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## Introducing LinkedIn - NASWA National Jobseeker's Curriculum

### LinkedIn for Jobseekers Workshop Overview

#### Background

This jobseeker's curriculum was developed by LinkedIn's Economic Graph team in partnership with the NASWA (National Association of State Workforce Agencies) to teach network-based job search using LinkedIn to unemployed active jobseekers. In addition to this Trainer Guide and the accompanied presentation, the curriculum also includes a checklist to be used as a follow-along during the workshop as well as a self-serviced handout.

#### Summary

This workshop aims to show jobseekers how to use LinkedIn to connect to job opportunities. By the end of the workshop, the jobseeker will have a profile that is optimized for job search, a LinkedIn network that can open doors, and have applied to at least one job on LinkedIn.

#### LinkedIn's Goal for This Curriculum

- Connect out-of-work jobseekers to employment opportunity: LinkedIn's vision is to create economic opportunity for workers. We have the world's largest professional network and millions of jobs. Teaching jobseekers how to use LinkedIn to find work is a direct application of our vision.
- To save the state employment agencies and job centers from having to spend resources to develop and update their own training material. Assuming it takes 2 hours per quarter for staff to create and maintain the content, the national workforce system can potentially save 20,000+ staff hours a year. The time saved can be re-invested in delivering services to job seekers.

#### How to Use This Guide

This Trainer Guide will be your reference as you prepare and deliver the LinkedIn for Jobseekers Workshop, and is designed to provide all the information you need to lead with confidence. To set you up for success, this document includes the following:

**Workshop Overview:** This introduction to the workshop's content and target audience also includes key details about required preparation and classroom setup.

**Outline:** As a summary of the main topics, this is a resource to stay on track when delivering the workshop. Time estimates are provided as a guide, although the actual amount of time required will vary depending on the knowledge level and learning style of the participants.

**Presentation Guide:** The main section of this document is a companion to this session's PowerPoint slideshow, and offers suggested prompts and demonstrations to help you give a thorough, accurate, and engaging workshop.

## Target Audience

The target audience for this workshop is out-of-work jobseekers, and the material is intended to be accessible at the introductory level, including jobseekers who are not yet LinkedIn members. Current LinkedIn members will also benefit from attending this workshop as it includes new features designed specifically for jobseekers as well as tips on how to optimize their profile for job search.

## Prerequisites to Attend the Workshop

The only prerequisite is that the participant must have an email account. Please let your jobseekers know that they need to have an email account before coming to the workshop. In addition, if they have a mobile phone, bring it to class so they can download and install the LinkedIn and LinkedIn Job Search mobile apps.

Also, please let them know there is no cost to using LinkedIn as a basic member. It is free to create a profile, make connections, and search and apply for jobs on LinkedIn.

## Learning Goals

During the workshop, jobseekers will learn how to:

1. Create a LinkedIn account
2. Build a LinkedIn profile that attracts employers
3. Build a professional network on LinkedIn to connect to job opportunities
4. Search and apply for a job on LinkedIn
5. Access additional job search and career advancement resources on LinkedIn

## How to Prepare for the Workshop

### Required Preparation

- Review slides and customize them for your audience. For example, if your participants already have LinkedIn accounts, skip slides 8 - 11.
- Review the PowerPoint presentation to experience the 'on-click' animations.
- Familiarize yourself with the layout and features of LinkedIn ([www.linkedin.com](http://www.linkedin.com)), paying particular attention to features highlighted in this workshop.
- Review all materials thoroughly and feel confident with the material.
- Practice your presentation.
- *Optional:*
  - » Do some independent research to find real LinkedIn profiles to share 'live' during the workshop as examples. If you choose to do so, we suggest focusing on profiles from your local area that will resonate with your audience.
  - » Watch the [Setup a New LinkedIn Account video](#) for extra preparation.

## Setup and Materials

*Length: 75 Minutes Total*

- 40 minutes of instruction time
- 35 minutes of hands-on activity time for participants to create their profile and complete each of the required items on the checklist using the classroom computers

## Staffing

Depending on the size of the class, we recommend 1 to 2 instructors/facilitators.

## Classroom Setup and Technology Requirements

- Classroom with computers for the participants to work on
- Internet connection

## Materials You Need to Deliver the LinkedIn for Jobseekers Workshop

- Instructor Guide
- LinkedIn for Jobseekers PowerPoint Presentation (containing the speaker prompts further on in this document as slide notes, for the trainer's convenience)
- LinkedIn Job Search Checklist - please give each participant a hard-copy of the checklist as a follow-along

## Outline

You may use the outline below as a checklist when conducting the workshop. Suggested times for each section are noted for guidance only.

- Section One: Welcome and Overview (5 minutes)
- Section Two: Create a LinkedIn Account (10 minutes)
- Section Three: Build a LinkedIn Profile That Attracts Employers (25 minutes)
- Section Four: Build Your LinkedIn Network to Connect to Job Opportunities (10 minutes)
- Section Five: Search and Apply for Jobs on LinkedIn (15 minutes)
- Section Six : Extra Credit (5 minutes)

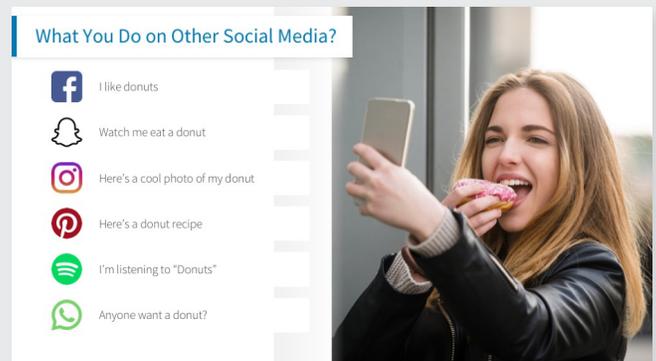
# Presentation Guide

**SECTION 01** Welcome and Overview (5 minutes)

**SHOW:** Slide 1: LinkedIn for Jobseekers  
**GOAL:** Welcome and greet participants.  
**DO:** Greet jobseekers and introduce yourself.  
 Start the jobseeker workshop and move on to the next slide.

**SHOW:** Slide 2: What We Will Cover in This Workshop  
**SAY:** In today's workshop you will learn how to connect to jobs with LinkedIn.

**SHOW:** Slide 3: What You Do on Other Social Media?  
**GOAL:** To highlight how LinkedIn is different from other social networks.  
**SAY:** You do different things on different social media channels. From taking selfies to looking up recipes. But where does LinkedIn fit in?



**SHOW:** Slide 4: On LinkedIn:

**GOAL:** Explain how professionals use LinkedIn.

**SAY:** LinkedIn is the social network for professionals.

**SHOW:** Slide 5: Connect to Jobs

**GOAL:** To show who is on LinkedIn and the hiring activities on LinkedIn.

For jobseekers to understand that if they didn't use LinkedIn to apply for a job, the hiring manager or recruiter will most likely still go to LinkedIn and view their profile before deciding to interview them.

**SAY:** 2.5 million people on LinkedIn are hired through their connections every year.

Don't just apply to jobs, connect to jobs on LinkedIn.

Regardless of how the hiring manager first learns about you, most likely they are checking out your LinkedIn profile before deciding to bring you in for an interview.

**SHOW:** Slide 6: Testimonial 1

**On LinkedIn:**

- I hope to operate a donut franchise one day.
- I'm looking for a job at a donut company.
- I have three years experience making donuts.
- My top skills are donut production and sales.
- Here are 3 recommendations from former donut colleagues.

**Connect to Jobs**

- 2.5 million people on LinkedIn are hired through their connections every year
- Over 10 million employers posting 7.5 million jobs per month
- 92% of recruiters use LinkedIn daily

“Finding a job at my age (55+) seemed impossible. I turned to LinkedIn... 80% of my interviews were generated through LinkedIn, 60% did not involve a recruiter.”

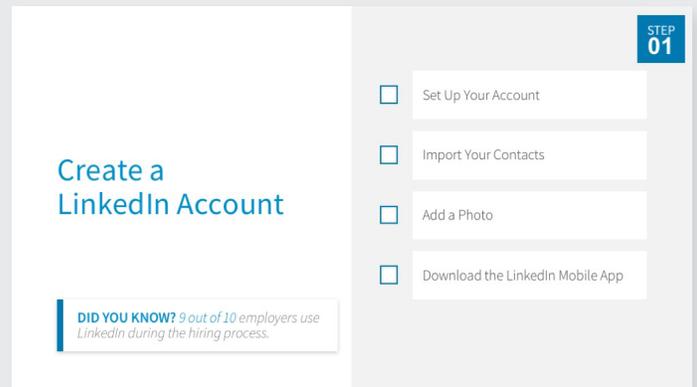
LINKEDIN MEMBER  
LITTLETON, CO

**SHOW:** Slide 7: Testimonial 2



**SECTION 02** Section Two: Create a LinkedIn Account (10 minutes)

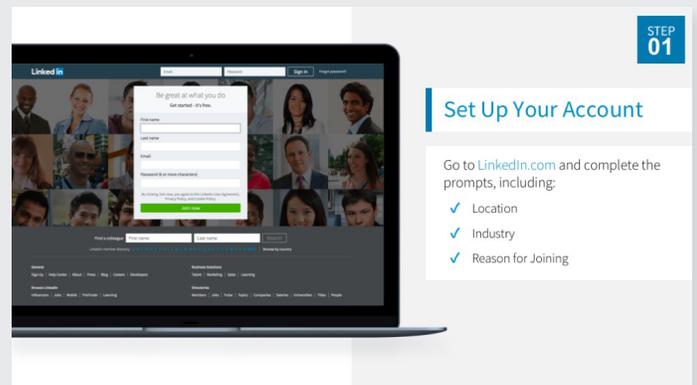
**SHOW:** Slide 8: Create a LinkedIn Account



**SHOW:** Slide 9: Set Up Your Account

**SAY:** To start connecting with your professional world, we will first need to create a LinkedIn account. Go to [linkedin.com](https://www.linkedin.com) and complete the prompts that follow.

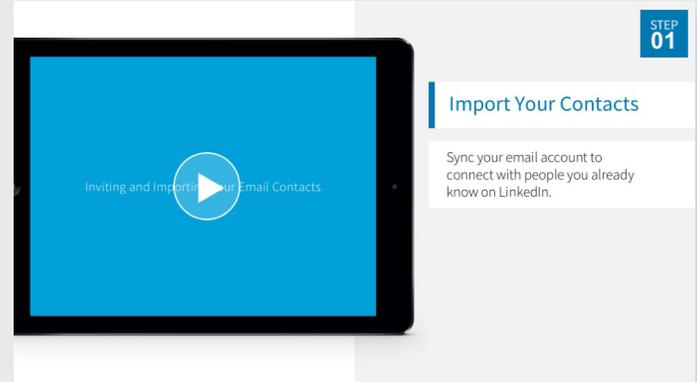
**!NOTE:** If participants forget their LinkedIn sign-in information, they can complete a verification process on the LinkedIn website. However, doing so could become time-consuming and distract from the workshop's learning goals. Advise participants to proceed carefully and methodically when completing their profile, to follow on-screen instructions, and to be attentive about remembering their account login information.



**SHOW:** Slide 10: Import Your Contacts

**DO:** Click the screenshot on the left of the slide to play the video.

**SAY:** Add your email address in the next screen to import your contacts and begin connecting with people you know.

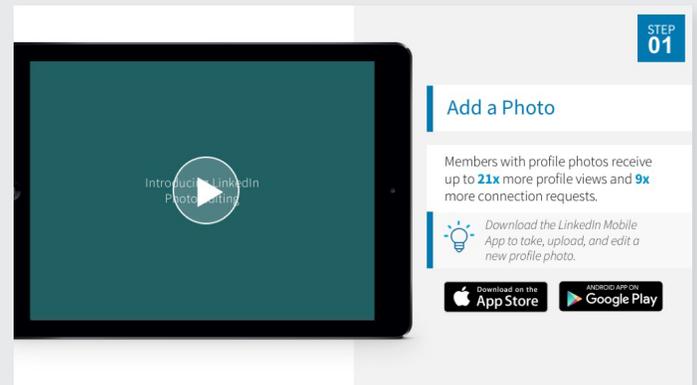


**SHOW:** Slide 11: Add a Photo

**GOAL:** Get jobseekers to upload a profile photo.

**DO:** Click on the screenshot on the left of the slide to play the video.

**SAY:** Profiles with photos get up to 21 times more views. This helps humanize your profile and makes you more approachable. If you don't have a profile-worthy photo handy, click "skip" for now to move on to the next step and download the LinkedIn Mobile App. In the app, you can easily use your phone to take, upload, and edit a photo.



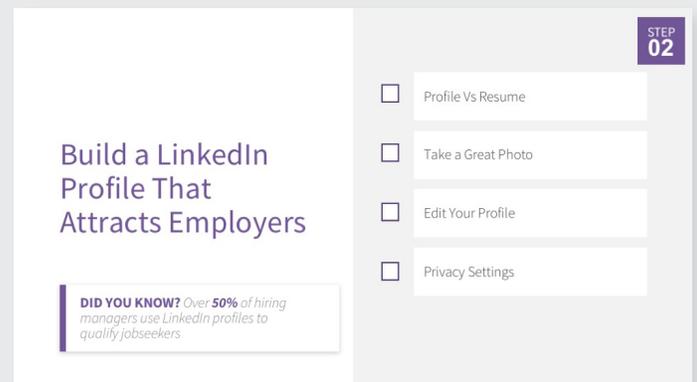
SECTION  
**03**

## Section Three: Build a LinkedIn Profile That Attracts Employers (25 minutes)

**SHOW:** Slide 12: Build a LinkedIn Profile That Attracts Employers

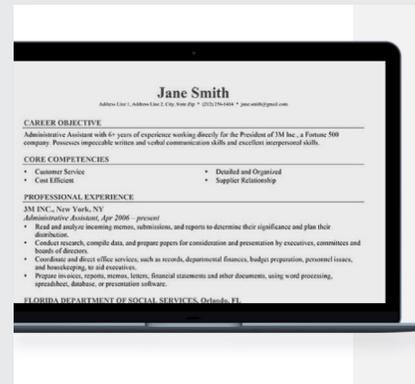
**GOAL:** To teach the jobseekers how to build a profile that is optimized for skill-based hiring.

**SAY:** More than half of hiring managers will decide whether to move forward with your application based on your LinkedIn profile. A detailed LinkedIn profile will help you get your foot into more doors.



**SHOW:** Slide 13: Profile vs Resume

**SAY:** Your LinkedIn profile is different from a resume.



STEP 02

## Profile vs Resume

There are big differences between your LinkedIn profile and your resume.

For example, your LinkedIn profile:

- ✓ Speaks to all potential employers, not just a single one
- ✓ Goes into more detail with skills, projects, interests, certifications, and more
- ✓ Contains recommendations and endorsements
- ✓ Allows other professionals and employers to interact, learn, and contact you

**SHOW:** Slide 14: Take a Great Photo

**GOAL:** Show jobseekers how to take a great headshot for their profile.

**SAY:** Having an inviting, well-lit photo for your profile will leave recruiters and employers with a good impression.



STEP 02

## Take a Great Photo

Before taking your photo, make sure you:

- ✓ Use a background that isn't distracting
- ✓ Dress for the job you want
- ✓ Smile and have a friendly expression

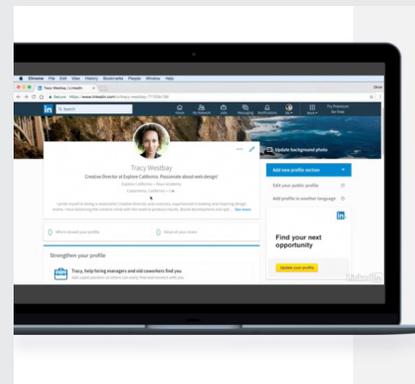
To create a good profile picture, double check that your face takes up a majority of the frame.

**SHOW:** Slide 15: Edit Your Profile

**GOAL:** For jobseekers to add sections to and complete their LinkedIn profiles.

**SAY:** Members with complete and accurate profiles are discovered by more employers and recruiters. Click on the “Me” icon at the top of your homepage to begin editing your profile. Make sure to add all of your work and volunteer experience, skills, education, location, and more if you haven’t already.

**DO:** Click on the screenshot on the left of the slide to play the video.



STEP 02

## Edit Your Profile: *Your story in your words*

Click the “Me” icon at the top of your LinkedIn homepage.

On the right side of the page, click “Add new profile section” to begin editing and adding to your profile.

Add your:

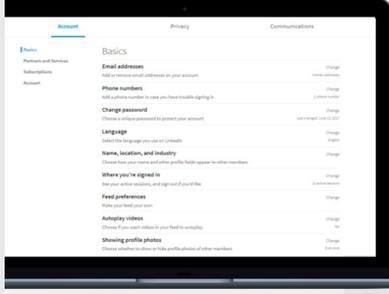
- |                       |                              |
|-----------------------|------------------------------|
| ✓ Headline            | ✓ Work Experience            |
| ✓ Location & Industry | ✓ Education & Certifications |
| ✓ Summary             | ✓ Skills                     |

**SHOW:** Slide 16: Privacy Settings

**GOAL:** Show jobseekers where they can control their settings and privacy.

**SAY:** Visit your privacy settings to control your notifications, recover your account, change your password, and more.

STEP 02



**Privacy Settings**

Click the "Me" icon at the top of your LinkedIn homepage.

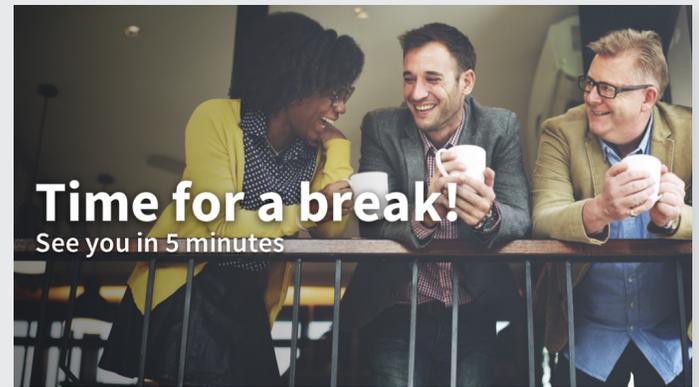
In the dropdown menu, select "Settings & Privacy" to begin managing your account settings.

For example, you can:

- ✓ Add an additional email address
- ✓ Change your password
- ✓ Control your notification preferences

**SHOW:** Slide 17: Take a Break

**DO:** Invite participants to take a 5 minute break.



## Section Four: Build Your LinkedIn Network to Connect to Job Opportunities (10 minutes)

**SHOW:** Slide 18: Build Your LinkedIn Network to Connect to Job Opportunities

**SAY:** 70% of people were hired at a company where they had a connection. Let's find those connections for you.

STEP 03

**Build Your LinkedIn Network to Connect to Job Opportunities**

- Discover Existing Connections
- Search for New Connections
- Message Connections
- Add Value

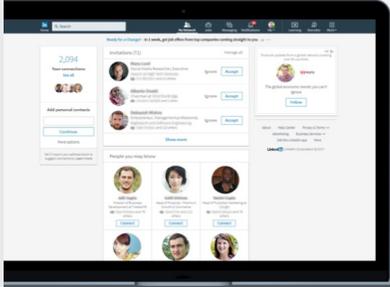
**DID YOU KNOW?** 70% of people were hired at a company where they had a connection.

**SHOW:** Slide 19: Discover Existing Connections

**SAY:** Use the *My Network* page of your LinkedIn account to find People You May Know based on your LinkedIn profile.

**DO:** Click on the screenshot on the left of the slide to play the video.

STEP  
03



### Discover Existing Connections

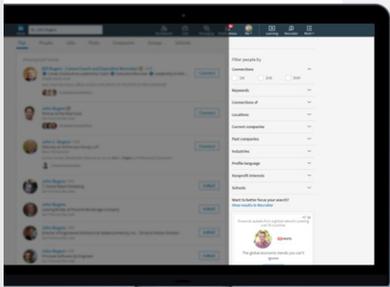
Click "My Network" in the top navigation to find people you already know.

*The recommendations in this section improve as you add connections. Check back frequently as your network grows.*

**SHOW:** Slide 20: Search for New Connections

**SAY:** Use the top search bar to find new connections based on their name, school, company, and more.

STEP  
03



### Search for New Connections

Use the search bar in the top navigation to find new connections by:

- ✓ Name
- ✓ Company
- ✓ School

**SHOW:** Slide 21: Message Connections

**SAY:** Strengthen your relationships by sending personalized messages to your connections.

**DO:** Click on the screenshot on the left of the slide to play the video.

STEP  
03



### Message Connections

Send messages to your connections directly from:

- ✓ The LinkedIn messaging page
- ✓ Your connections page
- ✓ Their profile page

**SHOW:** Slide 22: Add Value

**SAY:** Your network will work best when you help out your connections. You can do this by liking and sharing their posts, giving endorsements, sharing your expertise, and more.

**STEP 03**  
**Add Value**

- Give testimonials and recommendations to others
- Like and share things that people in your network will care about and post
- Invest time in your connections, take them to lunch or even just listen
- Share your expertise and write helpful articles
- Make introductions for others

**SECTION 05**

## Section Five: Search and Apply for Jobs on LinkedIn (15 minutes)

**SHOW:** Slide 23: Search and Apply for Jobs on LinkedIn

**SAY:** Find where you want to work. And discover who works there before you apply for a job.

**STEP 04**  
**Search and Apply for Jobs on LinkedIn**

- Get the LinkedIn Job Search App
- Set Career Interests
- Search for Jobs
- Review "Jobs You May Be Interested In"
- Use Your Network
- Follow Companies
- Apply Actively

**DID YOU KNOW?** There are over 10 million employers and 7.5 million monthly job postings on LinkedIn.

**SHOW:** Slide 24: Set Career Interests

**GOAL:** Have jobseekers update their career interests, or know how to update their career interests, so recruiters and employers are more likely to find them.

**SAY:** Let employers and recruiters know you are actively looking for a job by setting yourself as an open candidate and updating your career interests.

The LinkedIn Job Search Mobile App also has additional tools to help you stay on top of your job search. For example, get notified when your application has been viewed, a saved job is about to expire, or when there are new jobs that meet your search criteria.

**STEP 04**  
**Set Career Interests**

- Include potential job titles and locations in your career interests to receive more relevant job suggestions
- Turn on the Open Candidates setting to let employers know you are actively searching and available for a new job.
- Download the LinkedIn Job Search Mobile App to see new job notifications quickly

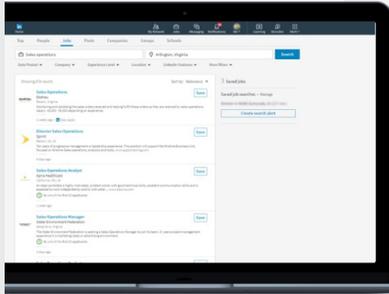
Download on the App Store | ANDROID APP ON Google Play

**SHOW:** Slide 25: Search for Jobs

**GOAL:** For jobseekers to become comfortable with searching for jobs and saving them for later.

**SAY:** Search by keyword, job title, company, location, function, industry, experience level, and date posted using LinkedIn's search filters.

STEP 04



**Search for Jobs**

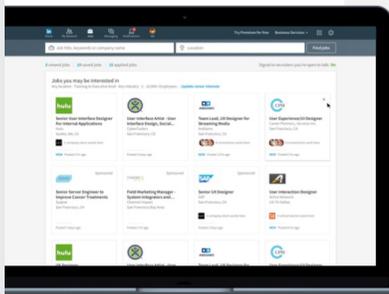
Use LinkedIn's search filters to find jobs by:

- ✓ Keyword
- ✓ Job title
- ✓ Company
- ✓ Location
- ✓ Function
- ✓ Industry
- ✓ Experience level
- ✓ Date posted

**SHOW:** Slide 26: Review Jobs You May Be Interested In

**SAY:** Review your daily Jobs You May Be Interested In by clicking on the “Jobs” icon in the top navigation, based on your job preferences, profile, companies you follow, network, interests, and other activities on LinkedIn. The more you use LinkedIn, the more accurate job recommendations you will receive.

STEP 04



**Review Jobs You May Be Interested In**

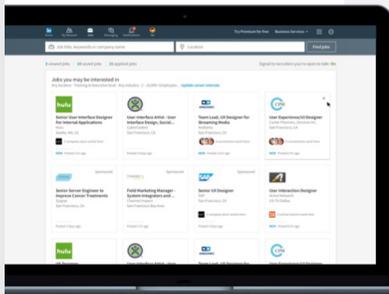
For the best jobs, make sure your profile is filled out with accurate:

- ✓ Work experience
- ✓ Skills
- ✓ Location information

**SHOW:** Slide 27: Use Your Network

**SAY:** Referrals are a great way to get your foot in the door. If you have a connection at a company you would like to work for, ask them for an introduction or a referral.

STEP 04



**Use Your Network**

Ask for a job referral by reaching out to your connections at a company you would like to apply to.

**SHOW:** Slide 28: Apply Actively

**SAY:** On each job posting, you'll see either the "Easy Apply" or "Apply on company website" button to apply for the job. To apply for jobs on the go, use the LinkedIn Job Search Mobile App.

**STEP 04**

**Apply Actively**

Use the "Easy Apply" or "Apply on company website" button to quickly apply for a job you want.

Stay on top of your job search by using the LinkedIn Job Search Mobile App to find and apply for new jobs from anywhere at any time.

💡 Applicants who apply to jobs within the first three days of posting are **13%** more likely to get the job.

EC

## Section Six: Extra Credit (5 minutes)

**SHOW:** Slide 29: Extra Credit

**GOAL:** Show jobseekers that LinkedIn has many resources to help them advance their careers.

**SAY:** LinkedIn has several resources to help you grow professionally.

These resources will help you use LinkedIn, stay informed on the latest job search news, apply to gigs, learn new professional skills, get salary information for jobs you're interested in, and more.

**EC**

**Extra Credit**

Additional Resources to Help You Land Your Next Job

- LinkedIn Help Center
- LinkedIn Official Blog
- LinkedIn ProFinder
- LinkedIn Learning
- LinkedIn Premium Career

Good luck on your job search!

