Build your network

Champion’s Training Manual for Student Presentation

Version 1.0
Timeline for running LinkedIn workshops

This is a generic timeline for PPL Champions to prepare for each of the student workshops. The timings are guidelines and should be observed during the workshop sessions.

3 weeks before the workshop
- Confirm champions that will lead the workshops
- Send out invitations to students (10 students per workshop)
- Book computer lab for the time of the workshop
- Check that there are enough materials on stock (workbooks, evaluation forms, etc.) and otherwise get more materials printed

1 week before the workshops
- Students submit CV template for review
- Send reminder to students who did not submit yet
- Champions review CVs and make written notes on CVs

1 day before the workshop
- Ensure that you have received and reviewed all CVs from students

On the day of the workshop
- Arrive 30 minutes before the start of the workshop and set up the computer room
  o Bring workshop materials
  o Run PPT file on computer
  o Turn on projector
- Ask arriving students to fill out the attendance form

During the workshop
- The introduction section should take about 30 – 40 minutes
  o Less than 10 minutes for the networking exercise
  o 5 minutes for the live profile description
- The creating and improving your profile section can take up to 3 hours, so there is plenty of time. Suggested timing would be:
  o Section A – 15 minutes
  o Section B – 2 hours
  o Section C – 15 minutes
  o Section D – 20 minutes (including live demonstration of job search engine)
- At the end of the workshop, ask students to complete the evaluation form and collect the filled out forms

After the workshop
- Enter the feedback form results into the Excel sheet and evaluate
- Share feedback with other champions and the STED team
Before you start, make sure you have have all the printed materials ready to distribute to the students.

Their computers should be turned off at the start and only be switched on once you ask them to.
 Agenda for today

• Introducing LinkedIn
• Creating and improving your profile
• Questions?

Quickly introduce the agenda and give some indication of timing

Introducing LinkedIn about - 30 minutes

Creating and improving your profile – 3 hours

Total time for the workshop is 3.5 hours
Introducing LinkedIn
This slide encourages a discussion about what the students already use and who their network is.

Likely that most of the connections are social and not much professional activity.

Use the two questions on the right to have these discussions
Starts a discussion on what is appropriate to share where. What is social and what is professional? How do you keep this separated?
Some statistics to show how big LinkedIn is.

It has twice the population of Indonesia.

It gets used very regularly.

And it is growing quickly.

Students and graduates are two of the fastest growing groups.

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>560 million users</td>
</tr>
<tr>
<td>260 million users online every month</td>
</tr>
<tr>
<td>40% use LinkedIn daily</td>
</tr>
<tr>
<td>60 million senior influencers</td>
</tr>
<tr>
<td>40 million decision makers</td>
</tr>
<tr>
<td>40 million recent students and recent graduates</td>
</tr>
<tr>
<td>26 million company pages</td>
</tr>
<tr>
<td>More than 90% of recruiters use LinkedIn regularly</td>
</tr>
<tr>
<td>2 new members every second</td>
</tr>
<tr>
<td>11 million users in Indonesia</td>
</tr>
</tbody>
</table>

Source: https://www.chevronagency.com/linkedin-statistics/
Shows that LinkedIn can be used in many different ways, depending on who is using it.
Focusses the students on the tasks that they want to achieve. The first three highlighted are relevant for this workshop.
Networks are the key to career development and the sooner you start with networking the sooner you will have a large professional network.
The people in this room with you today might be the people that help you get jobs in the future.
The multiplier effect of online networks makes them so powerful. Where normally we only know the people we know, through LinkedIn we can also see who they know and who their connection know. This gives us access to a vast number of people very quickly.

With every connection you make directly, your 2nd and 3rd degree network also expands.

Apparently we are all connected through 6 degrees of separation, so 3 is nearly halfway.
Networking exercise

Move around the room and find someone you have not spoken to today.

Introduce yourself and tell each other:
- Where you are from
- What job experience you have
- What kind of job you are looking for after graduation
- What companies you would like to work for

Ask yourself: How could I help him/her achieve their goals?
Repeat this with one more person.

THIS IS AN EXERCISE THAT YOU DO WITH STUDENTS!

The point of this exercise is to show the students that they can help each other get jobs (now or later) and that the
more people they are connected to, the more likely they will find someone that can help them.

Follow up questions are: What did this exercise show you? Would it help you to have this conversation with more people? Will you remember what they were looking for and help them if you get a chance at a later stage in your career?

Should take no more than 10
minutes.
LinkedIn helps you find jobs

- LinkedIn currently has about 15 million active job listings
- 26 million companies have a page on LinkedIn that you can follow
- You can connect people from all over the world in your network
- Your LinkedIn profile is online 24 hours a day and visible to everyone
- You can learn new skills and position yourself for recruiters

Describes the key topics in finding jobs through LinkedIn.
So what is a LinkedIn profile?

- It is like an online resume or CV, including your ...
  - Contact information
  - Professional experience
  - Education
  - Career summary
  - Interests
  - and much more
- It allows you to connect with others
- It allows you to look for open jobs
- It allows companies to find you

Cover each of the points in short detail and come back to them in the live demonstration
Here you should open up your profile on the screen and show students the most important parts of a profile, including a search of LinkedIn jobs, the work experience and education covered, etc.

This leads into the students getting started with their own profile creation.

This should be no more than 5 minutes
Switch to other presenter, if there are two Champions presenting
The students need to submit the CV before the course via email and the computer should be provided in the lab. If students don’t have good quality pictures, these can be taken later when they are going through the exercises.

This is when they can turn on their computers.

Hand out the workbooks to students.
Your workbook will guide you

- You now have 3 hours to improve your profile.
- The workbook in front of you will guide you through the profile improvement exercises.
- The LinkedIn Champions will explain the exercises and help you if you have questions.
- After the second block of exercises, the LinkedIn Champions will review your work.
- The workbook can be your reference for later changes or updates to your profile.
- The workbook contains further useful resources for you to browse.

Explain the workbook sections.
Ask if they have questions.
Four sections to get you set up on LinkedIn

A – Getting connected
B – Demonstrating experience & polishing your introduction
C – Adding Skills and interests
D – Starting your job search

These are the 4 sections and 10 exercises that the students will work through.
A – Getting connected

This section is all about getting you connected to your school and to your students and teachers. The bigger your network, the more you will get out of LinkedIn!

Workbook exercises for this section are:
Exercise 1 – “Join a group”
Exercise 2 – “Grow your network”

Introduce the section and tell the students that this should take no longer than 15 minutes.
The students should be able to find the group and ask to join. An administrator will need to provide them with access.

Give a live demonstration on the screen, showing the search function.

This is a good opportunity to discuss with them what kind of information they may like to receive in this group.
You can explain to students that LinkedIn allows them to keep in touch with the people they met today. Maybe in the future they can help each other in their careers. This is a nice easy quick win for them and grows their network quickly.

At the end of this exercise ask the students (with a show of hands) who has completed the work.

Exercise 2 - Grow your network

You might already have some connections from entering your email earlier. But now it is time to purposefully grow your connections.

Start with the people in the room
- Try searching for the names of people in this room and the names of the champions
- Select their profiles and ask them to connect
- You will get a response quickly and your network will grow immediately

Next steps
- Search for other students or work colleagues to connect with
B – Demonstrating experience & polishing your introduction

In this section we will help you to make your first impression count! This section builds your profile by showing what experience you already have from your studies and from previous work experience. Your picture, your headline, and your summary are the first things that visitors to your profile see. They help you to stand out from other applicants.

Workbook exercises for this section are:
Exercise 3 – “Describe your education”
Exercise 4 – “Record your work experience”
Exercise 5 – “Take a professional picture”
Exercise 6 – “Create your headline”
Exercise 7 – “Summarise your experience and career ambitions”

This will be the longest section of the workshop and will take about 1.5 – 2 hours.
Exercise 3 & 4 - Update work experience and education

Some students may not yet have work experience, so they can work on other sections. But they should watch the demonstration by the champion to know how to do this in the future.

They can copy this from the CV template and already make the changes you suggested on the printed copy of the CV.

Do live demonstration on the screen showing where to add these two sections in LinkedIn.

If you have work experience, fill out all the relevant sections based on your CV
(Hint: Even internships or short work assignments are valuable, because they might connect you to companies or people working there)

If you have more than one previous job, complete these separately

If you don’t have any work experience yet, don’t worry! Your profile will help you find work soon.

For now, focus on building the rest of your profile.
Obviously, these are more Facebook pictures than LinkedIn.
Exercise 5 - Take a professional picture

- The picture should look like you
- Your face should take up most of the frame
- Choose the right facial expression – SMILE!
- Wear what you would wear to work
- Choose a background that is not distracting

If students don’t have professional pictures, offer to take on for them.

Explain each point.
When checking student work, make sure the student’s headline is in line with the example and free of spelling and grammar mistakes. Allow for different styles, so students can express their skills.
When checking students work, ensure the work is free from spelling and grammar mistakes.

The paragraph can tell a story.
It should include their education and their career objective.
Professional language is required.
They can copy this from their CV template
Review your content!

• When you have completed the five exercises in this section, take another look at the spelling and grammar

• A LinkedIn Champion will go through your work on the projector in front of the class

• When you receive feedback, please make the required updates quickly

• When you are finished with your changes, you can move on to the next section

This is where you do the live review of each student’s profile, so the whole class can see.
These two exercises are quick again and should **take no more than 15 minutes**
Exercise 8 - Add your skills to show recruiters

- You can select those skills that you have learned in school.
- Add any relevant skills that recruiters might be looking for.
- Add at least three skills to start.
- Once you have added skills, you can ask peers to endorse you.

Show them the skill search bar and give examples of the skills that they have learned in their school years.

Students should be encouraged to add more skills, if they have them.

On the live demonstration, show them how endorsements work.

NB:
Use the LinkedIn logo at the bottom right to link to a champion’s LinkedIn profile to show a live example of how to edit this information.
Exercise 9 - Personalise your feed

Add to your feed

Judith Rodin
President Emerita, University of Penn...
World Economic Forum
Company + Nonprofit Organization Management
Oracle
Company + Information Technology and Se...

View all recommendations

- Your feed provides you with up to date articles and information on your chosen topics
- Select some hashtags or companies that you want to learn about for your career. For example, #hospitality #indonesia #tourism or #lombok
- Select at least five hashtags to follow and one company

On LinkedIn you can follow #hashtags (topics of interest), people, and companies. Depending on who you follow, LinkedIn will provide you with personalised information on your feed. This helps keep you up to date in your industry or on companies that you are interested in working for.

NB:
Use the LinkedIn logo at the bottom right to link to a champion’s LinkedIn profile to show a live example of how to edit this information.
D – Starting your job search

Now that your profile is setup and contains all the information recruiters need to see, you can start your job search.
This exercise will help you tell recruiters that you are looking for jobs and what type of jobs you want

The workbook exercise for this section is:
Exercise 10 – "Tell recruiters you are open"

This section is another good opportunity for a live demonstration.

Show the students where to look for jobs, save jobs, and then where to set their profile to “looking”
This demonstrates that LinkedIn is your 24 hour resume that any recruiter can see, if you want them to.
You can use LinkedIn to promote yourself.
The students should check these off as they run through the exercises, but you should check at the end of the class (with a show of hand) who has completed each exercise. That way at the end of the session or when students leave, the champions can be sure that the profiles are successfully set up.
Additional profile improvements

- Claim your unique URL
- List your organisations / clubs
- Show your volunteering experience
- List your honors & awards
- Describe your courses
- Describe projects you have worked on
- Ask for recommendations

More information on all of these is included in your workbook. These are optional and students can work on them in their own time.
Questions?
Do you have questions or feedback?

We hope you enjoyed the workshop today and took a step towards using LinkedIn to develop your professional career.

Before you leave, please provide your feedback on the form provided and hand them back to the LinkedIn champions.

Thank you and good luck with your job search and career development.

Your PPL LinkedIn champions

Ask if anyone has any feedback they would like to share.

Hand out the course evaluation forms and collect them once completed
Thank You!

STED Project Office
Jl. Raden Puguh Desa Puyung | Jonggol | Lombok Tengah
West Nusa Tenggara 83561 | Indonesia
Phone +62 21 2951 0200