

## LinkedIn

You are going to watch a short video about the dos and don'ts of creating LinkedIn profiles.



### Before you watch

1. What is LinkedIn?
2. Do you have a LinkedIn account? Why?
3. What information do people include in their LinkedIn profiles?
4. Do you know anybody who found a job through LinkedIn?
5. What are the functions of the following features of a typical LinkedIn account:
  - Profile photo
  - Headline
  - Summary section
  - Recommendations
  - Endorsements

Order them according to their importance. Compare your list with other students.

**Watch [the video](#) and answer the questions**

*Lauren's List: Do's & Don'ts For Your LinkedIn Account* by CBS Miami,  
(published 27.06.2016)

1. What percentage of recruiters have hired someone through LinkedIn?
2. How many people have found a job through this site?
3. What can we add to the headline to spice it up?
  - a)
  - b)
  - c)
4. How to make our summary section more interesting?
  - a)
  - b)
  - c)
5. Who can we ask for recommendations?
6. What should our skills and endorsements reflect?
7. What is the fastest way to get endorsements of our skills?

### After you watch

1. Which piece of advice do you find the most relevant? Why?
2. What do you think it means to “dress for the job you want, not the job you have”?
3. Who would you reach out to to ask for a recommendation if you needed one?
4. What would you list as your short-term and long-term goals? Compare with your partner.

### Writing

Think back to the advice from the video. How could you spice up the following headlines:

Diana Walter Digital Marketing Executive	
<b>Olya Grigorian</b> <b>Key Account Manager</b>	
Andrew White English Teacher	

Laura Vasquez Editor in chief of "Style" magazine	
--	--

# ANSWER KEY

Watch [the video](#) and answer the questions

*Lauren's List: Do's & Don'ts For Your LinkedIn Account* by CBS Miami,  
(published 27.06.2016)

1. What percentage of recruiters have hired someone through LinkedIn?

89%

2. How many people have found a job through this site?

10MLN

3. What can we add to the headline to spice it up?

a) passion

b) Experience

c) Let's talk

4. How to make our summary section more interesting?

a) Your story

b) Core beliefs

c) Short and long-term goals

5. Who can we ask for recommendations?

Former bosses and clients

6. What should our skills and endorsements reflect?

The type of job you are looking for

7. What is the fastest way to get endorsements of our skills?

Endorsing skills of people in your professional network