



**School of Business Administration
Passport Program
Career Learning Module**

LinkedIn is a powerful online networking tool with more than 100,000,000 users worldwide that allows you to connect professionally with old friends and identify others who work in the industries, companies, and job functions that are of interest to you. Basic membership that will allow you to connect with others is free. You can receive Passport credit for joining LinkedIn, learning how to use it, building your profile and making your first connections. Print the completed form, complete information where indicated, and return to the Advising Office (OH 115) to receive up to **3 Passport Points**.

STEP 1:JOIN

If you have not already joined, go to www.linkedin.com/ and answer a few basic questions in the box on the right-hand side:

The image shows a screenshot of the LinkedIn sign-up form. At the top is a blue header with the text "Join LinkedIn Today". Below this are four input fields: "First Name:", "Last Name:", "Email:", and "Password:". The password field contains eight asterisks. Below the password field is the text "6 or more characters". At the bottom of the form is a green "Join Now" button with an asterisk next to it. Below the button is the text "Already on LinkedIn? Sign in."

Certify the following information and sign your name to receive 1 Passport Point

- I have followed the steps above and established a new LinkedIn account; or
- I have previously joined and already have an active LinkedIn account

Signature: _____ Printed Name _____

E-Mail: _____ Date: _____





Once you have completed Step 1, you can complete Steps 2-6 to receive 2 Passport Points:

STEP 2: Learn How To Use LinkedIn

View the five-minute long video at <http://learn.linkedin.com/students/step-1/> and answer the following questions to receive Passport credit. Fill in the blanks, or circle the appropriate answer to the following questions:

1. What is the name of the city where Ann wanted to start her career? _____
2. Ann used the advanced search function and found someone who:
 - a. Worked at an executive search firm that hires new college graduates
 - b. Had an internship at the company where she wanted to work
 - c. Didn't want to be bothered by students looking for jobs
 - d. All of the above
3. LinkedIn is a great place to post photos of you at parties with your friends: TRUE or FALSE
4. LinkedIn is a traditional job board: TRUE or FALSE
5. LinkedIn enables you to connect professionally with the friends of your friends: TRUE or FALSE
6. You don't have a network if you are just graduating from college and have not worked in a full-time professional job before: TRUE or FALSE
7. You can use LinkedIn to learn about the backgrounds and interests of the people you will meet when you go on an interview: TRUE or FALSE

STEP 3: Build a complete profile

Complete your education information your profile and include the following items:

- Photo
- School(s)
- Degree
- Major
- Internship experience
- Work experience

What is the URL for your public profile? _____





STEP 4: Identify and join professional groups

Watch the Groups overview video at <http://learn.linkedin.com/groups/> and then use the Groups Directory function to find three professional groups you can join that match your career interest. List the name of these groups:

Group 1: _____

Group 2: _____

Group 3: _____

Send a request to join these groups.

Use the search function in the upper right corner of the screen to find the University of San Diego, School of Business Administration group and send a request to join. Once your request to join has been approved, you can complete step five

STEP 5: Identify recruiters and professionals

Click on the “Members” tab in the School of Business group and search for people who work at companies that interest you. Provide the names of five people you identify and would like to connect with:

1. Name: _____ Company: _____

2. Name: _____ Company: _____

3. Name: _____ Company: _____

4. Name: _____ Company: _____

5. Name: _____ Company: _____

STEP 6: Start connecting

Send a connection request to Christy Bergheim and submit all of the completed pages to the Advising Office (OH 115) to receive your Passport points. You may also email your completed pages to Christy Bergheim at christy@sandiego.edu.

