**Career Lesson – LinkedIn for Networking**

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| Teacher Name: C Wallace-Eaton | | | Duration (in minutes):30-45 minutes |
| Grade Level(s): 9-12 | Subject/Course: General Instruction | | Unit: Using LinkedIn to build your network |
| Resources needed:  On-site people, facilities, tools, technology, materials, community connections | Students need internet capable device and access to LinkedIn website, as well as Google Suite (docs, slides, forms). Teacher produced lesson and handouts. | | |
| Learning Standards: | Common Career Technical Core Standards: Career Ready Practices  1. Act as a responsible and contributing citizen and employee  2. Apply appropriate and academic and technical skills  9. Plan education and career paths aligned to personal goals  10. Use technology to enhance productivity | | |
| Big Idea & Authentic Purpose:  Why does this matter to your students?  How will this be helpful to your students? | Social media platforms are how the world and especially our young people connect. Learning how to utilize LinkedIn successfully will help lead to future opportunities in careers. | | |
| Type of Career Content   * Career Development * Career Specific | Experts:  Local business owners, or NYS DOL Career Center professionals can offer specific training and benefits of using LinkedIn. [LinkedInResourceSlide](https://nysemail-my.sharepoint.com/:b:/r/personal/michael_amante_labor_ny_gov/Documents/Documents/Utica%20Office%20TAP/Virtual%20DOL%20Workshops/Social%20Media%20Networking%20with%20LinkedIn/LinkedIn%20Resource%20Slide.pdf?csf=1&web=1&e=2GRP1B) | | |
| Relevancy:  How does it connect to students' lives? | Students need to learn how to create professional social media account to have a positive digital footprint. | | |
| Objectives:  1) Students will learn difference between Personal and Professional social media accounts.  2) Students will learn benefits of using LinkedIn as a networking tool.  3) Students will learn tips for maximizing their network on LinkedIn. | | Assessment:  1) Students will answer correctly 4 out of 5 questions on Social Media Q&A (Google Form).  2) Students will correctly identify at least 3 benefits on Social Media Q&A (Google Form).  3) Students will share out (pair-share) at least 3 tips they utilized when creating/editing their LinkedIn account. | |
| Knowledge Construction: How are students going to construct content knowledge and practice it  Beginning of lesson (5-10 minutes)  Preassessment comprised of questions dealing with what social media platforms they know of, which platforms they know how to work in, and which platforms they currently have/use on at least a weekly basis (if not daily).  (See next page) | | | |
| Middle of lesson (15 minutes)  Direct instruction using [Google Slides](https://nysemail-my.sharepoint.com/:p:/r/personal/michael_amante_labor_ny_gov/Documents/Documents/Utica%20Office%20TAP/Lesson%20Plans/Intro%20to%20LinkedIn%20Lesson/Networking%20Using%20LinkedIn.pptx?d=w0143122f4d3044d2bda671c3de0da5e4&csf=1&web=1&e=JyiRhh) to present information (definition of social networking, benefits of social networking, tips for maximizing network).  (Insert link here for Google Slide created by teacher) | | | |
| End of lesson (5-10 minutes)  Students complete Social Media Q&A ([Google Form](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdocs.google.com%2Fforms%2Fd%2F19wI9elVTrFVGEc2CBAkHPW9pW3DEEpTnmCCTj4zPJyI%2Fedit&data=05%7C01%7CCarolyn.Wallace-Eaton%40labor.ny.gov%7C470a2a227b4c4388b88b08db936c79f9%7Cf46cb8ea79004d108ceb80e8c1c81ee7%7C0%7C0%7C638265866349585624%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=s2Qa7xuJeTjWyEV1210xxw5m01yChMzPsP6vrc6tYI0%3D&reserved=0)) and [Exit Ticket](https://nysemail-my.sharepoint.com/:u:/r/personal/carolyn_wallace-eaton_labor_ny_gov/Documents/Downloads/Exit%20ticket.pub?csf=1&web=1&e=OvfCoJ) | | | |

**Career Exploration: Using Social Media**

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Answer the following questions:

1. What do you think social media is?
2. What social media accounts do you use on a regular basis (daily or weekly)?
3. List as many different social media platforms that you know of, even if you don’t have an account or use it personally.
4. How do you feel about social media? (List at least 2 specific thoughts!)