

The logo for NAAF (National Association of Advanced Manufacturing) is displayed in green, bold, sans-serif capital letters. The letters are contained within a white circle. A horizontal white line extends from the right side of the circle across the slide.

NAAF

LinkedIn Skills Workshop for Educators

WBL Webinar



PRESENTERS



Kirsten Kirby
Director, Work-Based Learning
NAF



Cris Charbonneau
Director of Social Impact
Fidelity Investments



AGENDA

- Importance of LinkedIn for Educators
 - Building a professional profile that showcases your skills & achievements
 - Leveraging LinkedIn for networking, jobs, & opportunities
 - Making the most of LinkedIn's many different features
 - Creating LinkedIn-related WBL activities
 - Q&A
-



YOUR THOUGHTS ON LINKEDIN

Answer in the chat or come off mute:

- How often do you used LinkedIn?
 - Rate your confidence level in supporting students with using LinkedIn.
 - How do you feel about LinkedIn?
 - What do you think is the importance of LinkedIn?
-



LINKEDIN USER AGREEMENT

The minimum age to create a LinkedIn account in the U.S. is 16

“To use the Services, you agree that: (1) you must be the "Minimum Age"(described below) or older; (2) you will only have one LinkedIn account, which must be in your real name; and (3) you are not already restricted by LinkedIn from using the Services. Creating an account with false information is a violation of our terms, including accounts registered on behalf of others or persons under the age of 16.”

<https://www.linkedin.com/legal/user-agreement>



WHY IS LINKEDIN IMPORTANT?





THE POWER OF RELATIONSHIPS

- Job opportunities
- Build your brand
- Skills assessment

- Initiate connections
- Spread awareness
- Create community



OVER 25 MILLION LINKEDIN PROFILES ARE VIEWED EVERY DAY

INTERESTING LinkedIn FACTS



INCREASE IN LINKEDIN VIEWS BY INCLUDING A PHOTO



1 OUT OF 3 PROFESSIONALS ON THE PLANET ARE ON LINKEDIN



Mashable
COMPANY PAGE WITH THE MOST ENGAGED FOLLOWING



CONVERSATIONS PER MINUTE OCCURRING IN LINKEDIN GROUPS



PERCENTAGE OF LINKEDIN VISITS VIA MOBILE



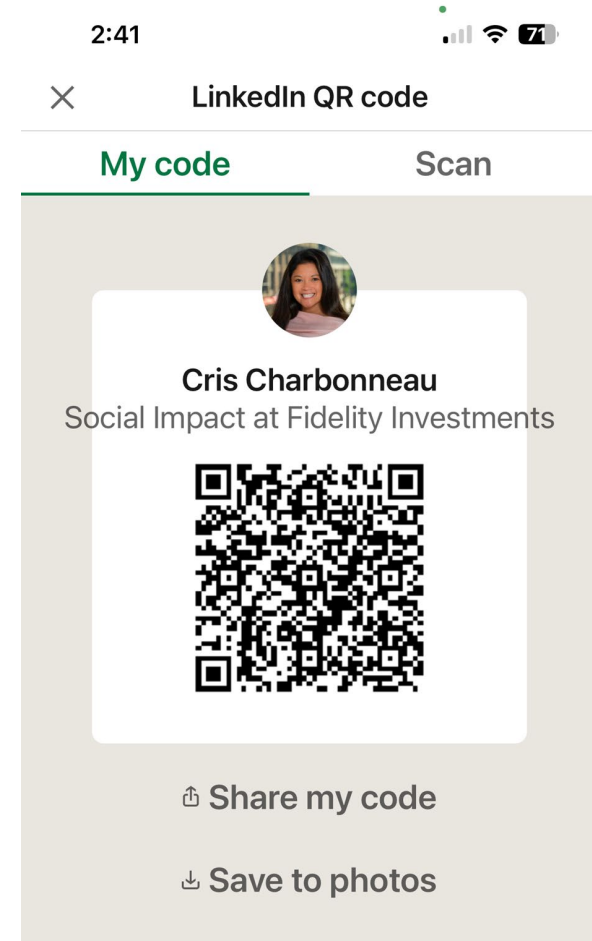
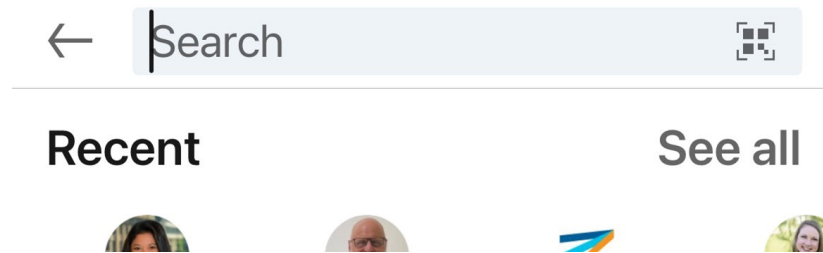
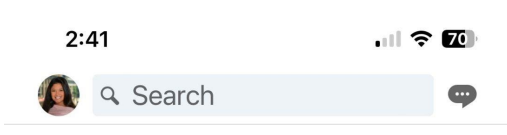
1 IN 20 LINKEDIN PROFILES BELONG TO RECRUITERS



NETWORKING AT CONFERENCES & EVENTS

Share your profile!

On the LinkedIn mobile app, go to the search bar and click into it to access your QR code



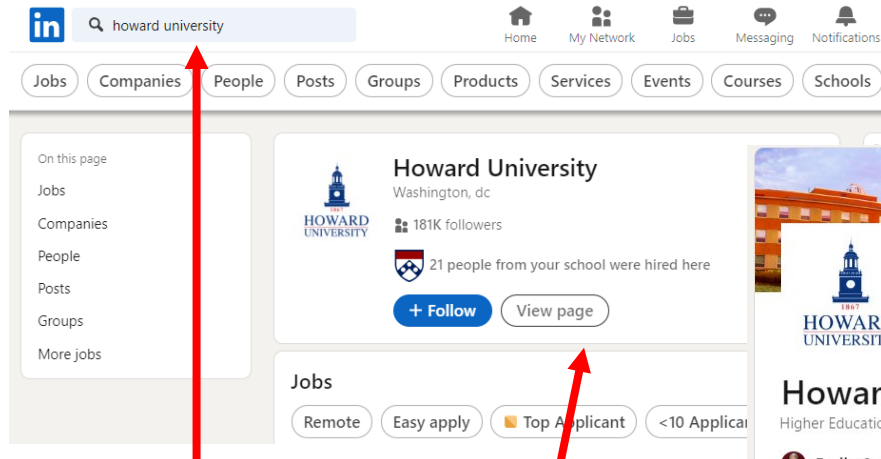


LINKEDIN FEATURES TO USE

- Alumni search/filtering features
 - Company/organization pages
 - Groups
 - Customizing your LinkedIn profile URL
 - Adding media to your profile (so it's like a portfolio)
 - Creator mode
 - Saving people's profiles as PDFs
-

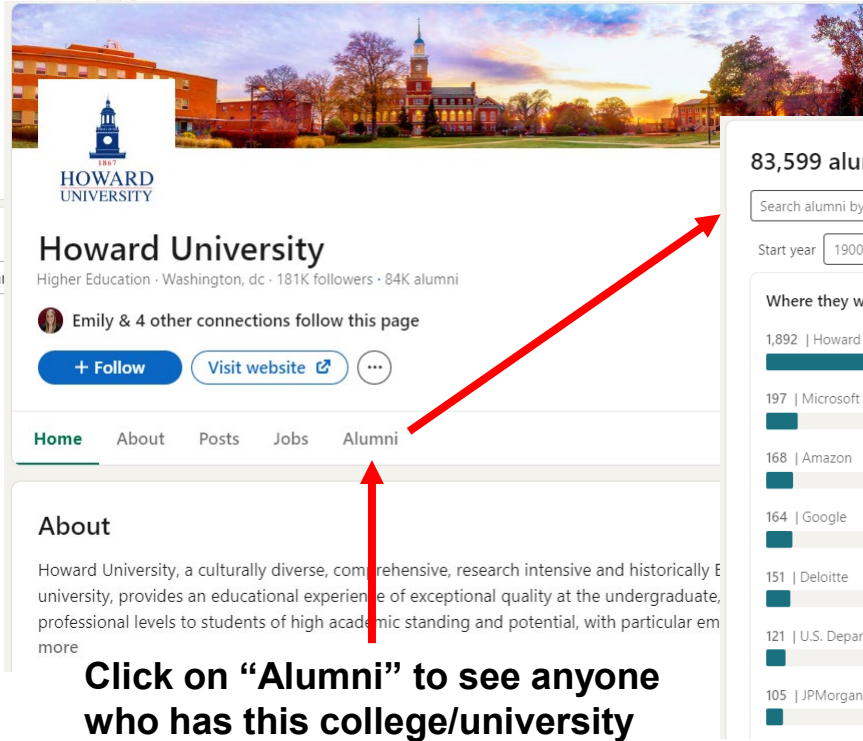


LINKEDIN FEATURES TO USE - ALUMNI SEARCH/FILTERING FEATURES



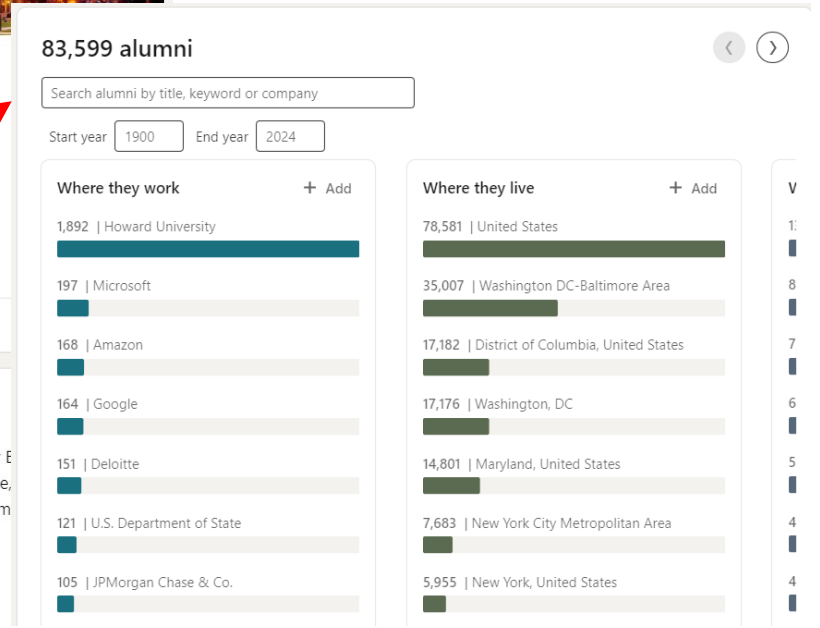
Add the college/university name in the Search bar and click enter.

Once the results come up, click on "View Page"



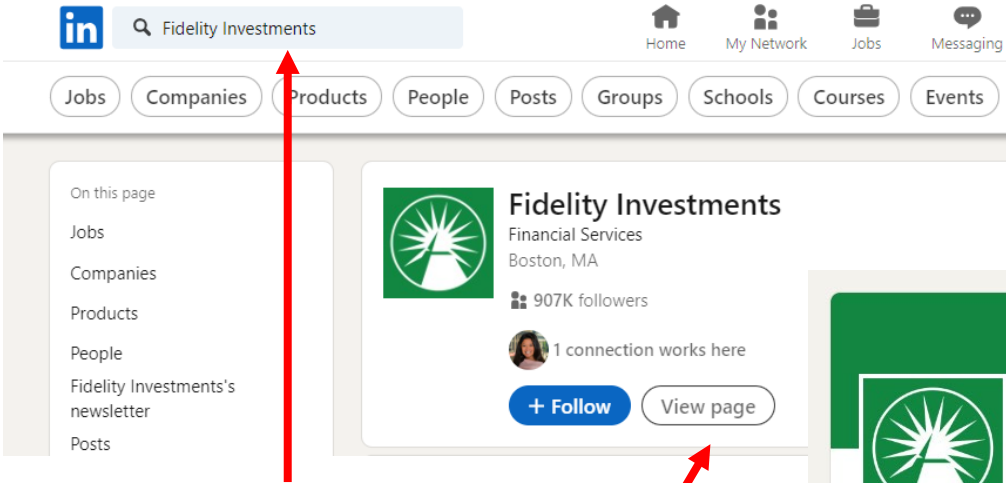
Click on "Alumni" to see anyone who has this college/university listed under Education in their profile

You have many filter capabilities you can use



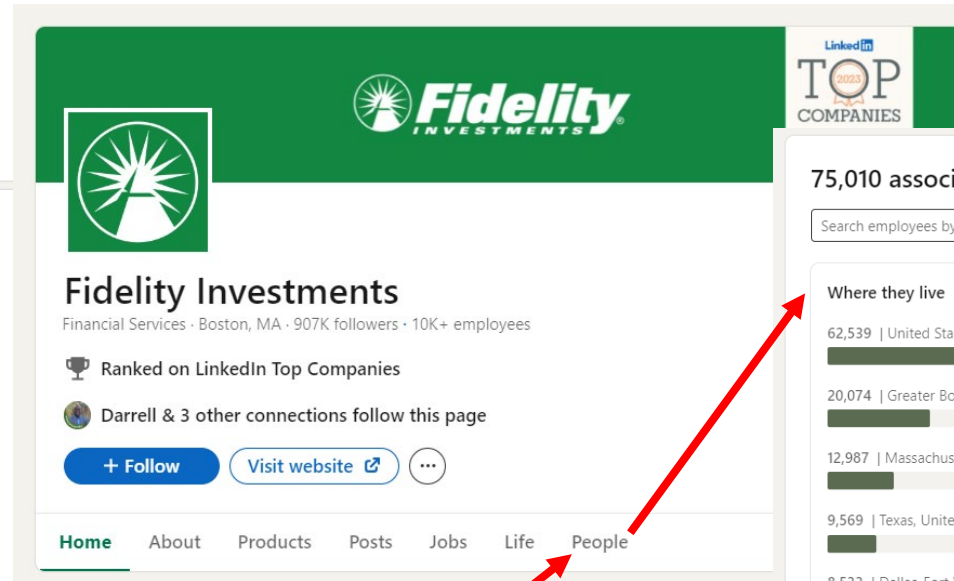
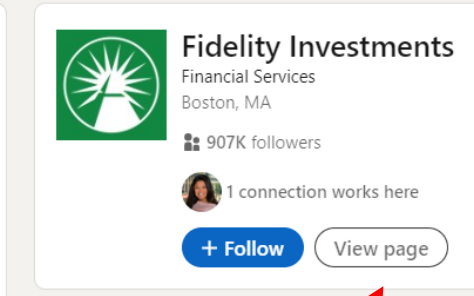


LINKEDIN FEATURES TO USE - COMPANY/ORGANIZATION PAGES



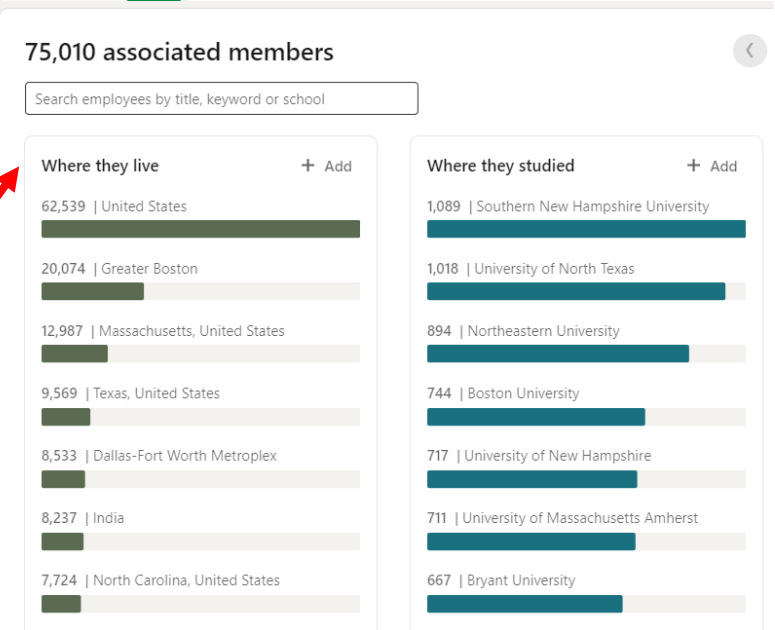
Add the company name in the Search bar and click enter.

Once the results come up, click on "View Page"



Click on "People" to see who is associated with the company

You have many filter capabilities you can use





LINKEDIN FEATURES TO USE - GROUPS

To start a group, click “Create Group.” You will be able to name your group and select settings (Private vs. Public, etc.)

The screenshot shows the LinkedIn 'Your groups' page. At the top right, there is a blue 'Create group' button. Below it, a list of groups is displayed, including Smith College (11,444 members), University of Pennsylvania - Graduate School of Education (3,359 members), NAF Alumni Network (862 members), Delaware Valley Career Planners (DVCP) (598 members), Penn GSE Higher Education Alumni (550 members), and Higher Education Management - Penn GSE (107 members).

The 'Create group' form is shown with the following fields:

- Group name*: NAF Students - Taylor Swift Academy of Music (44/100 characters)
- Description*: A private group for students in the Taylor Swift Academy of Music (65/2,000 characters)
- Industry (up to 3)

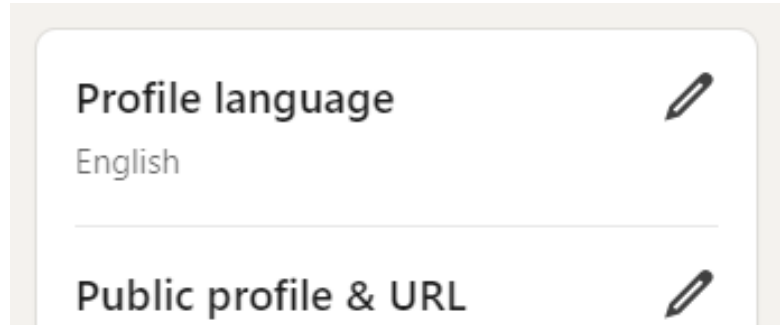
A blue 'Create' button is located at the bottom right of the form.

- Groups
- Smith College
- University of Pennsylvania - Gr...
- NAF Alumni Network
- Delaware Valley Career Planne...
- Penn GSE Higher Education Al...
- Higher Education Managemen...
- See all

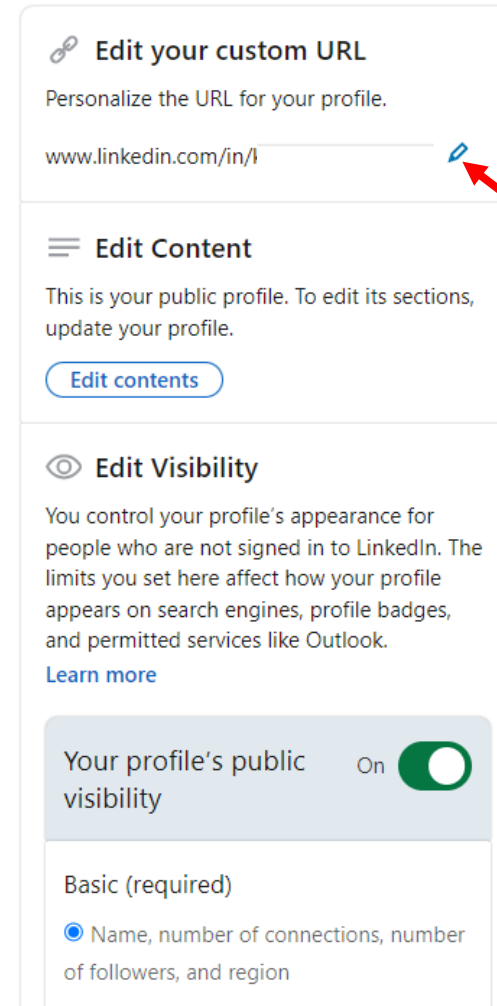
Go to the Groups section of your profile page (should be towards the bottom on the left side of the page) and click on the blue “Groups” Heading. That will open your “Groups” page.



LINKEDIN FEATURES TO USE - CUSTOMIZING YOUR LINKEDIN PROFILE URL



Click on the Pencil to open and edit your profile URL and what elements of your profile you want to have visible



Click on the Pencil to edit your profile URL. It's good to have it be your first and last name (can add a number or middle initial if needed).

If you want your profile to be publicly visible, click this slider to "On"



LINKEDIN FEATURES TO USE - ADDING MEDIA TO YOUR PROFILE (SO IT'S LIKE A PORTFOLIO)

Skills
We recommend adding your top 5 used in this role. They'll also appear in your Skills section.

[+ Add skill](#)

Media
Add media like images, documents, sites or presentations. Learn more about [media file types supported](#)

[+ Add media](#)

- Add a link**
Use for videos, articles, and websites
- Add media**
Upload pictures, presentations, or documents

Delete experience [Save](#)

When you are editing an Experience item in your Profile, scroll down to the Media section and click “Add Media.”

When the dropdown opens, select the type of media to add.

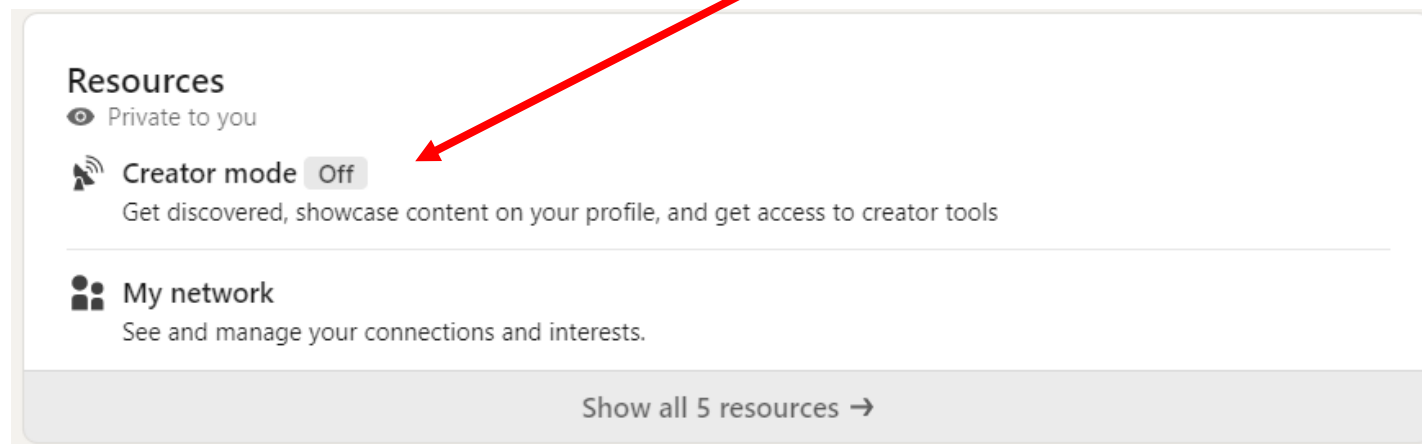


LINKEDIN FEATURES TO USE - CREATOR MODE

Grow your audience with creator mode

- Follow will be the primary action on your profile and your follower count will be displayed
- Get access to creator tools and analytics
- Your featured content and posts will be shown higher up on your profile
- Add a custom link to your bio

If you have at least 100 connections, you should be able to turn on Creator mode. It's located in a box that appears when you are on your Profile page.





LINKEDIN FEATURES TO USE - SAVING PEOPLE'S PROFILES AS A PDF



Cris Charbonneau (She/Her) · 1st
Social Impact at Fidelity Investments
Raleigh, North Carolina, United States · [Contact info](#)
2,542 followers · 500+ connections



On a person's profile, click "More" and then when the dropdown appears, click "Save to PDF"

Darrell Kain and Karen Ondrick are mutual connections

Message More

- Send profile in a message
- Save to PDF
- Give Kudos
- Request a recommendation
- Recommend
- Following
- Remove Connection
- Report / Block

Featured

Article

Legal and Financial Planning for Alzheimer's Care
Cris Charbonneau on LinkedIn
"I'm taking a masterclass on Alzheimer's care planning."

Article

Distinct Challenges in Caregiving
Cris Charbonneau on LinkedIn
"My daughter, my son-in-law, and I are all caregivers. My daughter, my son-in-law, and I are all caregivers."

Article

Home Alone: Caregiving for Aging Parents
Cris Charbonneau on LinkedIn
The toughest thing about getting older is watching your parents age."

You will then be able to view and download a PDF version of the profile

Contact
www.linkedin.com/in/fidelitycrischarbonneau (LinkedIn)

Top Skills
Public Relations
Marketing
Project Planning

Certifications
Strategic Doing: Leading Complex Collaborations

Cris Charbonneau

Social Impact at Fidelity Investments
Raleigh, North Carolina, United States

Summary

I am a communicator, education advocate and community builder. As an inclusive leader, I focus on creating a culture of belonging that gives voice to new ideas and perspectives for heightened collaboration that can power real impact.

This page and the content I share provides a platform of dialogue of collective experiences, fostering empathy and understanding. I hope to raise awareness about the challenges we face, but also contribute to a supportive community and inspire collaborative efforts toward improved resources and solutions.

Follow me for insights on college access, affordability and workforce development, as well as my caregiving journey for parents with dementia and Alzheimer's.

Views expressed are as of the date indicated and may change based on market and other conditions. Unless otherwise noted, the opinions provided are those of the author, and not necessarily those of Fidelity Investments.



LINKEDIN-RELATED WBL ACTIVITIES: A FEW IDEAS TO TRY

Skills workshops that can be led by an industry professional

(just like we did today!)

- Profile building session
- Scavenger hunt - have students find at least 3 companies and 3 people in an industry they are interested in
- Reviewing job postings - what skills are companies looking for?

Informational interview prep session

- LinkedIn and ChatGPT activities
Example - Vetting questions to ask during an informational interview

Resume review session could also include a LinkedIn profile review

Q&A





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#BEFUTUREREADY