



Contents

LinkedIn Community Coaching Program Overview.....	2
LinkedIn Coaches Workshop Overview.....	3
Section One: Welcome and Overview (5 minutes)	5
Section Two: Create a LinkedIn account (10 minutes)	7
Section Three: Build a LinkedIn Profile That Attracts Employers (25 minutes).....	8
Section Four: Build Your LinkedIn Network to Connect to Job Opportunities.....	10
Section Five: Search and Apply for Jobs on LinkedIn (15 minutes)	12
Section Six: Extra Credit & Exploring Schools on LinkedIn (10 minutes)	14
What's Next?	15



LinkedIn for Good

LinkedIn Community Coaching Program Overview

Background

This pilot program was developed by LinkedIn for Good to empower LinkedIn members to join us in our vision of creating economic opportunity for every member of the global workforce. This Instructor Guide will be used to teach network-based job search on LinkedIn to jobseekers and others seeking support as they navigate their careers. In addition to this Guide and the accompanying presentation, the curriculum includes a checklist to be used as a follow-along during the workshop or a self-service handout.

Our Goal for This Curriculum

We realize that economic opportunity isn't distributed evenly. Some communities face greater obstacles than others when it comes to building networks and accessing opportunity. We have the world's largest professional network and millions of jobs. Teaching all communities how to use LinkedIn to find work is a direct application of our vision.

With the LinkedIn Community Coaching program, we aim to inspire and activate LinkedIn members with career coaching backgrounds to share their knowledge about LinkedIn in their local communities through LinkedIn Coaches workshops.

LinkedIn Coaches Workshop

The LinkedIn Coaches workshop aims to show participants how to use LinkedIn to connect to job opportunities. By the end of the workshop, each participant will have a profile that is optimized for job search, know how to build a LinkedIn network that can open doors, and have found at least one job they are interested in on LinkedIn.

Important: After you complete a training session, please fill out the survey at <https://lnkd.in/coaches-survey>.



LinkedIn Coaches Workshop Overview

Target Audience

The target audience for this workshop is out-of-work jobseekers and/or individuals seeking support as they navigate their careers. The material is intended to be accessible at the introductory level, including individuals who are not yet LinkedIn members. Current LinkedIn members will also benefit from attending this workshop as it includes new features designed specifically for jobseekers as well as tips on how to optimize their profile for job search.

Prerequisites to Attend the Workshop

The only prerequisite is that the participant must have an email account. Please let your participants know that they need to have an email account before coming to the workshop. In addition, if they have a mobile phone, bring it to class so they can download and install the LinkedIn and LinkedIn Job Search mobile apps.

Also, please let them know there is no cost to using LinkedIn as a basic member. It is free to create a profile, make connections, and search and apply for jobs on LinkedIn.

Learning Goals

During the workshop, participants will learn how to:

1. Create a LinkedIn account
2. Build a LinkedIn profile that attracts employers
3. Build a professional network on LinkedIn to connect to job opportunities
4. Search and apply for a job on LinkedIn
5. Access additional job search and career advancement resources on LinkedIn

How to Prepare for the Workshop

Required Preparation

- Review slides and customize them for your audience. For example, if you know that your participants already have LinkedIn accounts, skip slides 8 - 11.
- Review the PowerPoint presentation to experience the 'on-click' animations.
- Familiarize yourself with the layout and features of LinkedIn (www.linkedin.com), paying particular attention to features highlighted in this workshop.
- Practice your presentation.

Optional

- Do some independent research to find real LinkedIn profiles to share 'live' during the workshop as examples. If you choose to do so, we suggest focusing on profiles from your local area that will resonate with your audience (e.g., recent community college graduates if you are leading a workshop for community college students).
- Review the [Learning LinkedIn course](#) on LinkedIn Learning for extra preparation.



Workshop Length & Technology Requirements

We recommend that each workshop be 1-2 hours in length, including ~60 minutes of instruction and additional hands-on activity time. Participants can use this time to create their profile and complete each of the required items on the job search checklist.

When scheduling your session, please ask whether participants will have access to computers or smartphones and an Internet connection. While this is optional, the workshop will be most effective if every participant can follow along in the LinkedIn mobile app or on the website.

Materials You Need to Deliver the Workshop

- Instructor Guide
- LinkedIn for Jobseekers PowerPoint Presentation (containing the speaker prompts further on in this document as slide notes, for the trainer's convenience)
- LinkedIn Job Search Checklist - please give each participant a hard-copy of the checklist, if possible

Outline

You may use the outline below as a checklist when conducting the workshop. Suggested times for each section are noted for guidance only.

- Section One: Welcome and Overview (5 minutes)
- Section Two: Create a LinkedIn Account (10 minutes)
- Section Three: Build a LinkedIn Profile That Attracts Employers (25 minutes)
- Section Four: Build Your LinkedIn Network to Connect to Job Opportunities (10 minutes)
- Section Five: Search and Apply for Jobs on LinkedIn (15 minutes)
- Section Six: Extra Credit & Exploring Schools on LinkedIn (5 minutes)

Important: After you complete a training session, please fill out the survey at <https://lnkd.in/coaches-survey>.

Section One: Welcome and Overview (5 minutes)

SHOW: Slide 1: LinkedIn for Jobseekers

GOAL: Welcome and greet participants.

DO: Greet participants and introduce yourself. Start the workshop and move on to the next slide.



SHOW: Slide 2: What We Will Cover in This Workshop

SAY: In today's workshop you will learn how to build your professional brand and connect to jobs on LinkedIn.

What We Will Cover in This Workshop

	Introduction - What is LinkedIn?	STEP 03	Build Your LinkedIn Network
STEP 01	Create A LinkedIn Account	STEP 04	Search And Apply For Jobs On LinkedIn
STEP 02	Build A LinkedIn Profile That Attracts Employers	EC	Extra Credit

SHOW: Slide 3: What You Do on Other Social Media?

GOAL: To highlight how LinkedIn is different from other social networks.

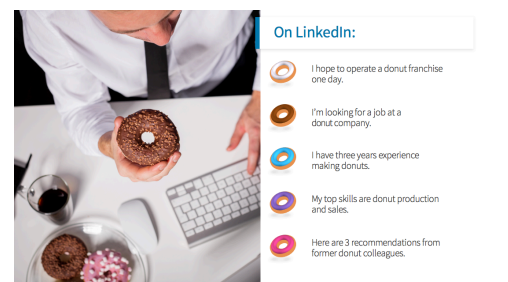
SAY: You do different things on different social media channels, from taking selfies to looking up recipes. Where does LinkedIn fit in?



SHOW: Slide 4: On LinkedIn

GOAL: Explain how professionals use LinkedIn.

SAY: LinkedIn is the social network for professionals.





SHOW: Slide 5: Connect to Jobs

GOAL: To show who is on LinkedIn and the hiring activities on LinkedIn. For participants to understand that if they didn't use LinkedIn to apply for a job, the hiring manager or recruiter will most likely still go to LinkedIn and view their profile before deciding to interview them.

SAY: 2.5 million people on LinkedIn are hired through their connections every year. Don't just apply to jobs, connect to jobs on LinkedIn. Regardless of how the hiring manager first learns about you, most likely they are checking out your LinkedIn profile before deciding to bring you in for an interview.



SHOW: Slide 6: Testimonial

"I found myself struggling to get any leads when looking for my first real job... I then amped up my job searching by utilizing LinkedIn to find positions, research companies, identify contacts and hiring managers and began reaching out to actual people... by mid-July I was fortunate enough to land a salaried position with full benefits."

LINKEDIN MEMBER
MINNEAPOLIS, MN

SHOW: Slide 7: Testimonial

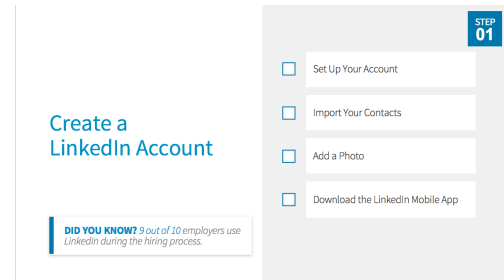
"By using LinkedIn's suggestion for a 100% profile, I was able to complete my profile details, be found by employers who were hiring, and was ultimately approached with a job opportunity that I never would have found otherwise. LinkedIn was instrumental in my new career."

LINKEDIN MEMBER
PITTSBURGH, PA



Section Two: Create a LinkedIn account (10 minutes)

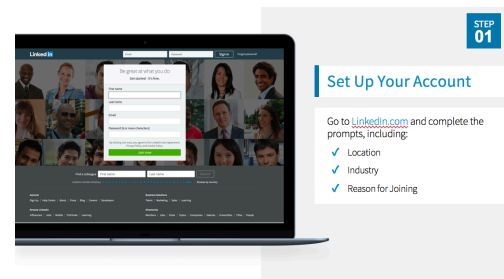
SHOW: Slide 8: Create a LinkedIn account



SHOW: Slide 9: Set Up Your Account

SAY: To start connecting with your professional world, we will first need to create a LinkedIn account. Go to [linkedin.com](https://www.linkedin.com) and complete the prompts that follow.

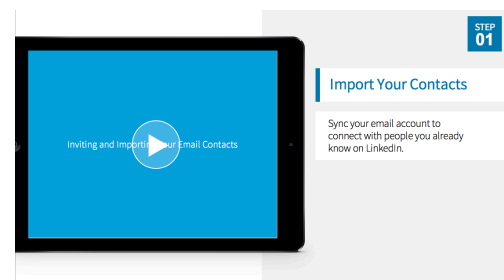
NOTE: If participants forget their LinkedIn sign-in information, they can complete a verification process on the LinkedIn website. However, doing so could become time-consuming and distract from the workshop's learning goals. Advise participants to proceed carefully and methodically when completing their profile, to follow on-screen instructions, and to be attentive about remembering their account login information.



SHOW: Slide 10: Import Your Contacts

DO: Click the screenshot on the left of the slide to play the video.

SAY: Add your email address in the next screen to import your contacts and begin connecting with people you know.





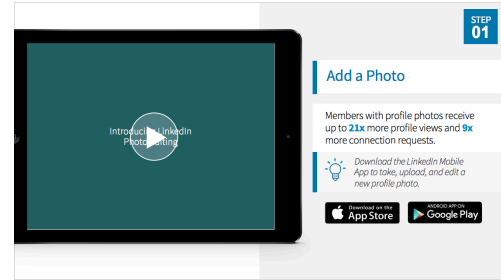
LinkedIn for Good

SHOW: Slide 11: Add a Photo

GOAL: Get participants to upload a profile photo.

DO: Click the screenshot on the left of the slide to play the video.

SAY: Profiles with photos get up to 21 times more views. This helps humanize your profile and makes you more approachable. If you don't have a profile-worthy photo handy, click "skip" for now to move on to the next step and download the LinkedIn Mobile App. In the app, you can easily use your phone to take, upload, and edit a photo.

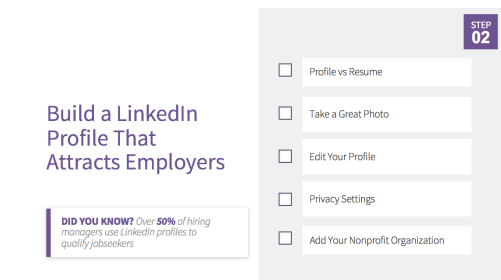


Section Three: Build a LinkedIn Profile That Attracts Employers (25 minutes)

SHOW: Slide 12: Build a LinkedIn Profile That Attracts Employers

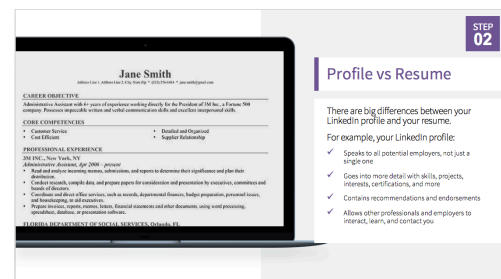
GOAL: To teach the jobseekers how to build a profile that is optimized for skill-based hiring.

SAY: More than half of hiring managers will decide whether to move forward with your application based on your LinkedIn profile. A detailed LinkedIn profile will help you get your foot in more doors.



SHOW: Slide 13: Profile vs Resume

SAY: Your LinkedIn profile is different from a resume.



SHOW: Slide 14: Take a Great Photo

GOAL: Show participants how to take a great headshot for their profile.

SAY: Having an inviting, well-lit photo for your profile will leave recruiters and employers with a good impression.

Optional: You may consider including some time for participants to take headshots using their phones during the hands-on portion of the workshop.



STEP 02

Take a Great Photo

Before taking your photo, make sure you:

- ✓ Use a background that isn't distracting
- ✓ Dress for the job you want
- ✓ Smile and have a friendly expression

To create a good profile picture, double check that your face takes up a majority of the frame.

SHOW: Slide 15: Edit Your Profile

GOAL: For jobseekers to add sections to and complete their LinkedIn profiles.

DO: Click on the screenshot on the left of the slide to play the video.

SAY: Members with complete and accurate profiles are discovered by more employers and recruiters. Click on the “Me” icon at the top of your homepage to begin editing your profile. Make sure to add all of your work and volunteer experience, skills, education, location, and more if you haven’t already.

STEP 02

Edit Your Profile: Your story in your words

Click the “Me” icon at the top of your LinkedIn homepage.

On the right side of the page, click “Add new profile section” to begin editing and adding to your profile.

Add your:

- ✓ Headline
- ✓ Location & Industry
- ✓ Summary
- ✓ Work & Internship Experience
- ✓ Volunteer Experience
- ✓ Education & Certifications
- ✓ Skills

SHOW: Slide 16: Privacy Settings

GOAL: Show jobseekers where they can control their settings and privacy.

SAY: Visit your privacy settings to control your notifications, recover your account, change your password, and more.

STEP 02

Privacy Settings

Click the “Me” icon at the top of your LinkedIn homepage.

In the dropdown menu, select “Settings & Privacy” to begin managing your account settings.

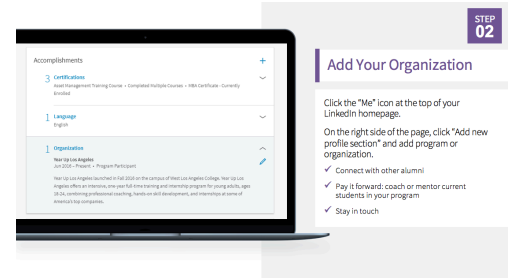
For example, you can:

- ✓ Add an additional email address
- ✓ Change your password
- ✓ Control your notification preferences

SHOW: Slide 17: Add Your Organization

GOAL: Show jobseekers where they can add the program or organization they are affiliated with, if applicable.

SAY: If you're in a job training program, it can be helpful to add this under the Accomplishments section as an organization. This will allow you to connect with alumni and stay in touch with your program in the future.



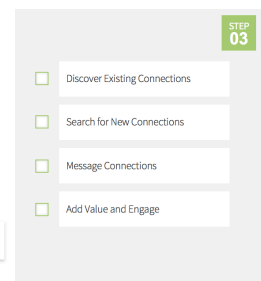
Section Four: Build Your LinkedIn Network to Connect to Job Opportunities

SHOW: Slide 18: Build Your LinkedIn Network to Connect to Job Opportunities

SAY: 70% of people were hired at a company where they had a connection. Let's find those connections for you.

Build Your LinkedIn Network to Connect to Job Opportunities

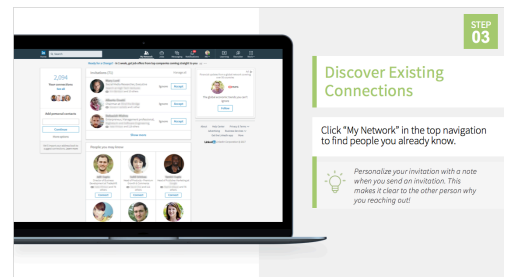
DID YOU KNOW? 70% of people were hired at a company where they had a connection.



SHOW: Slide 19: Discover Existing Connections

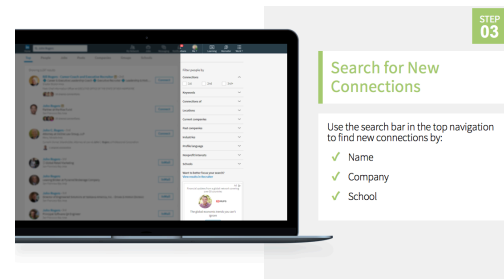
DO: Click on the screenshot on the left of the slide to play the video.

SAY: Use the My Network page of your LinkedIn account to find People You May Know based on your LinkedIn profile.



SHOW: Slide 20: Search for New Connections

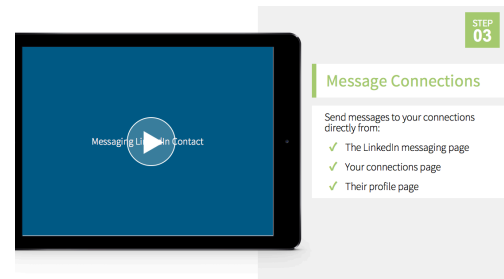
SAY: Use the top search bar to find new connections based on their name, school, company, and more.



SHOW: Slide 21: Message Connections

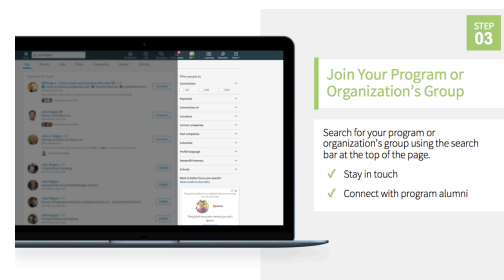
DO: Click on the screenshot on the left of the slide to play the video.

SAY: Strengthen your relationships by sending personalized messages to your connections.



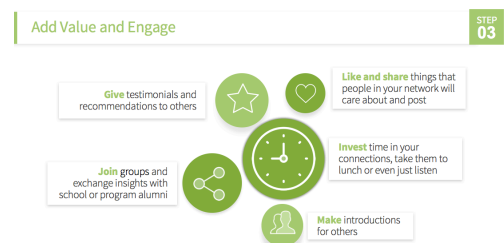
SHOW: Slide 22: Join Your Program or Organization's Group

SAY: If you're in a job training program that has a group on LinkedIn, search for the name of the group in the search bar at the top of the page. This will allow you to stay in touch with members of your cohort and potentially get support from program alumni.



SHOW: Slide 23: Add Value and Engage

SAY: To get the most out of LinkedIn, create value for your connections. Then they'll be more likely to help create opportunities for you!





Section Five: Search and Apply for Jobs on LinkedIn (15 minutes)

SHOW: Slide 24: Search and Apply for Jobs on LinkedIn

SAY: Find where you want to work. And discover who works there before you apply for a job.

Search and Apply for Jobs on LinkedIn

DID YOU KNOW? There are over 10 million employers and 7.5 million monthly job postings on LinkedIn.

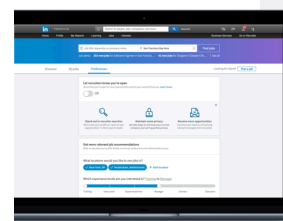
STEP
04

- ☐ Get the LinkedIn Job Search App
- ☐ Set Career Interests
- ☐ Search for Jobs
- ☐ Review "Jobs You May Be Interested In"
- ☐ Use Your Network
- ☐ Follow Companies
- ☐ Apply Actively

SHOW: Slide 25: Set Career Interests

GOAL: Have jobseekers update their career interests, or know how to update their career interests, so recruiters and employers are more likely to find them.

SAY: Let employers and recruiters know you are actively looking for a job by setting yourself as an open candidate and updating your career interests. The LinkedIn Job Search Mobile App also has additional tools to help you stay on top of your job search. For example, get notified when your application has been viewed, a saved job is about to expire, or when there are new jobs that meet your search criteria.



STEP
04

Set Career Interests

Include potential job titles and locations in your career interests to receive more relevant job suggestions.

Turn on the Open Candidates setting to let employers know you are actively searching and available for a new job.

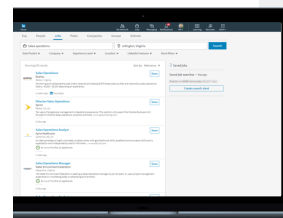
Download the LinkedIn Job Search Mobile App to see new job notifications quickly.



SHOW: Slide 26: Search for Jobs

GOAL: For participants to become comfortable with searching for jobs and saving them for later.

SAY: Search by keyword, job title, company, location, function, industry, experience level, and date posted using LinkedIn's search filters.



STEP
04

Search for Jobs

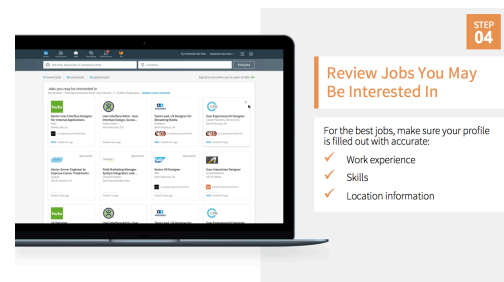
Use LinkedIn's search filters to find jobs by:

- ✓ Keyword
- ✓ Job title
- ✓ Company
- ✓ Location
- ✓ Function
- ✓ Industry
- ✓ Experience level
- ✓ Date posted



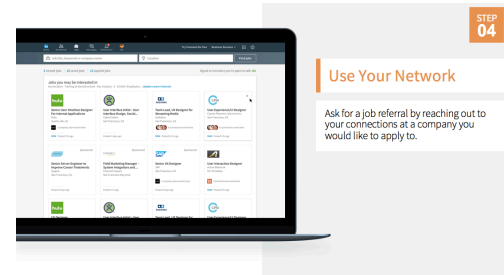
SHOW: Slide 27: Review Jobs You May Be Interested In

SAY: Review your daily Jobs You May Be Interested In by clicking on the “Jobs” icon in the top navigation, based on your job preferences, profile, companies you follow, network, interests, and other activities on LinkedIn. The more you use LinkedIn, the more accurate job recommendations you will receive.



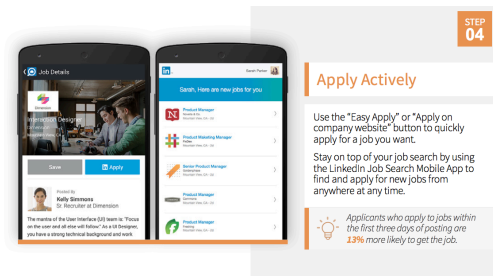
SHOW: Slide 28: Use Your Network

SAY: Referrals are a great way to get your foot in the door. If you have a connection at a company you would like to work for, ask them for an introduction or a referral.



SHOW: Slide 29: Apply Actively

SAY: On each job posting, you'll see either the “Easy Apply” or “Apply on company website” button to apply for the job. To apply for jobs on the go, use the LinkedIn Job Search Mobile App.





Section Six: Extra Credit & Exploring Schools on LinkedIn (10 minutes)

SHOW: Slide 30: Extra Credit

GOAL: Show participants that LinkedIn has many resources to help them advance their careers.

SAY: LinkedIn has several resources to help you grow professionally. These resources will help you use LinkedIn, stay informed on the latest job search news, apply to gigs, learn new professional skills, get salary information for jobs you're interested in, and more. *If applicable:* You might also use LinkedIn to explore schools you are interested in attending.

Extra Credit

Additional Resources to Help You Advance Your Career

EC

- ☐ LinkedIn Help Center
- ☐ LinkedIn Official Blog
- ☐ LinkedIn Learning
- ☐ LinkedIn Premium Career
- ☐ Exploring Schools on LinkedIn

If applicable to your participants, present the slides below. If not, end the presentation here.

SHOW: Slide 31: Exploring Schools

GOAL: Demonstrate how to search for a school on LinkedIn.

SAY: Most schools have LinkedIn profiles, which you can follow to read the latest news. If you're applying to a particular school, reading their updates on LinkedIn could provide you with talking points for your application or interview.

Exploring Schools

Learn about and see the latest news from schools you are interested in attending.

SHOW: Slide 32: Exploring Schools

GOAL: Show participants how to explore alumni.

SAY: Click "see alumni" on any school page. You can search and filter by current location, current employer, and/or current job function.

Exploring Schools

Explore the paths taken by alumni and reach out to anyone whose career interests you.



What's Next?

Become a LinkedIn Evangelist

Don't forget to join the LinkedIn Community Coaching Program group on LinkedIn (<https://lnkd.in/lccp>) here to stay engaged with other volunteers and share best practices!

If you're interested in leading future events in your local community, please use the email templates below to reach out to organizations:

Reaching out to an organization for the first time

I am a [TITLE] in [CITY] and I'm interested in volunteering with [ORGANIZATION]. Through my work with jobseekers, I've found LinkedIn to be a very useful tool in building a professional brand and achieving career goals. I would love to lead a LinkedIn training session for [PROGRAM PARTICIPANTS] at [ORGANIZATION].

Is this something that [ORGANIZATION] would be interested in? We would cover how to create a high-quality profile, build your network, and search for jobs on LinkedIn. I'm happy to coordinate the timing and content of the session to align with your existing programming.

Please let me know what you think. I look forward to volunteering with [ORGANIZATION] in the near future!

Sincerely,
[NAME]

Confirming a training session with an organization

I'm looking forward to leading the LinkedIn training session on [DATE/TIME].

Before the session, I'd love to get some more information on the group that will be attending:

- How many attendees are you expecting?
- Can you share the age range, professional experience and career interests of the session attendees?
- Do you know whether the attendees already have LinkedIn profiles?
- Will session attendees have their own laptops during the session?

In addition, I'd like to project a presentation during the session. Will this be possible?

Thanks for your help in making this a success.
[NAME]