

Introducing LinkedIn to Workforce Training Participants

A Curriculum

*Developed in partnership by
Harambee Youth Employment Accelerator and RTI International*

A Global Center for Youth Employment Initiative



Global Center for
Youth Employment





INTRODUCTION: This curriculum presents an approach for introducing young people to LinkedIn and other digital professional networks, to help them understand the multiple functions of the sites (signaling, networking, labor market information) and develop the habit of using such tools throughout their careers. This curriculum was developed by RTI International and [Harambee Youth Employment Accelerator](#) in South Africa and is calibrated for a short training course, such as Harambee’s 8-week training programs, though it could be easily adapted for short or longer training experiences.

The curriculum developers intentionally took a “light touch” approach, with a recommended one-hour introduction to LinkedIn in week 1, followed by seven weekly “nudge” emails that contain short instruction or motivation and related article links or videos. The material spans topics ranging from setting up an account, building a profile, making connections, exploring job openings, and joining industry groups, to reading articles and opinions from one’s future professional field. Trainers also use three 30-minute in-person check-ins, one in each of weeks 2, 5, and 7, to answer questions, provide guidance, and test participants’ knowledge. When the training is complete, the trainers connect with their participants on the site, write them a boiler plate recommendation, and invite them to join a LinkedIn alumni group.

The [Global Center for Youth Employment](#) (GCYE) offers this curriculum now as an open source resource that can be used to introduce LinkedIn to program participants. LinkedIn maintains a micro-site of high quality, professionally produced training materials, to be used in concert with this resource that can be included as presentations or handouts within this structure. An example of a LinkedIn-produced profile “checklist” is provided in Annex A of this document. More information on the LinkedIn materials is available by requesting access to [this LinkedIn google drive](#). LinkedIn plans to develop materials tailored for job seeking populations throughout the developing world in the future.

BACKGROUND: This curriculum was developed and piloted as a part of an impact evaluation conducted by RTI International, Duke University, and Harambee. The evaluation is a GCYE initiative and seeks to understand the education- and work-related impacts among marginalized work seekers who used LinkedIn vs. those among control group populations who did not. LinkedIn supported the study by providing data on (consenting) user profiles, networks, and site usage. Results were measured at training baseline, end-line, and 6 and 12 months post-graduation. More information on the study can be found on the GCYE website: www.employyouth.org

USAGE: This curriculum is intended to be used as an integrated part of larger training programs, likely short-course programs. However, it could easily be condensed and delivered in a concentrated half day, or expanded and used across a semester or year. The emphasis here falls on developing the demand and interest among young people to use professional networking sites, over time—not through force feeding or required usage. If you use, adapt, or improve the curriculum, please do let us know.

Thanks!

The Global Center for Youth Employment— GYCE@rti.org



Week	Instruction to Training Manager	Details
Week 1: Getting Started	<ul style="list-style-type: none">• Present "Introducing LinkedIn" to candidates• Elicit discussion with candidates• Candidates spend dedicated time to join LinkedIn and start exploring it for at least 30 minutes	Refer to Introducing LinkedIn presentation
	<ul style="list-style-type: none">• Confirm email addresses before sending LinkedIn invitation• Email invitation from Training Manager	EMAIL #1 Hello everyone! You are about to embark on your journey to securing a job and building your career. Are you interested in becoming a true professional and building your professional network? If you are nodding away, click on the link below to join the best online professional network: https://www.linkedin.com/ It's easy to sign up. All you need is: <ul style="list-style-type: none">• An email address, a picture of yourself, and some thought about your work experience and educational background.• Follow the steps on LinkedIn to help you build your profile. If you want to know more about LinkedIn before signing up, check out this video from the link below: https://www.youtube.com/watch?v=ZVIUwwgOfKw Looking forward to inviting you to join our cohort group once you have signed up!
	Conducts face-to-face check-in after Email #1 <ul style="list-style-type: none">• After checking to see who has signed up, have a conversation to find out why those who have not, haven't• Team pop quiz on LinkedIn #1• Discuss why LinkedIn may be useful for candidates	



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	<p>Send out Email #2 before the end of the week with tips for building a great profile</p>	<p>EMAIL #2</p> <p>Hello everyone!</p> <p>Now that you have signed up, you may want to know more about how to use LinkedIn to develop your profile and help you build your professional network. I strongly encourage you to check out the links below:</p> <p>THE POWER OF A GOOD PROFILE</p> <p>https://blog.linkedin.com/2015/05/13/how-linkedin-connects-me-to-future-opportunities</p> <p>https://www.linkedin.com/pulse/how-create-killer-linkedin-profile-get-you-noticed-bernard-marr</p> <p>As you build your profile and create a great network here are some things to think about...</p> <ul style="list-style-type: none">• What would you want your first manager/employer to see about you?• What would you want your colleagues to know about you if you connect with them, when starting your first job?• What should you include in your profile summary?• Once you have your profile, try to connect with other people you know to build your network.• Please don't worry if your profile is not perfect, or very long – you can fill it in over time, but you have to start somewhere! <p>Now that you have a profile, connect with others in your training group and alumni by joining your training cohort group and the training program alumni groups on LinkedIn.</p> <p>Leave a comment/inspirational quote to motivate others in the group.</p> <p>TOP TIP:</p> <p>When describing your Harambee work experience you should paste the following:</p> <p>JOB TITLE:</p> <p>Work Readiness Program candidate</p>



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		<p>COMPANY: Harambee Youth Employment Accelerator</p> <p>TIME FRAME: (Year of your program)</p> <p>DESCRIPTION: The Harambee Youth Employment Accelerator Bridging Program is an intensive 8-week, unpaid work simulation experience that accelerates youth into first time job success and career progression by instilling behaviors and foundation skills needed for succeeding in the world of work. These include attendance, punctuality, positive attitude, energy, and curiosity in combination with skills development in business communications, call center theory and simulation, computer skills, sales, and customer service experience.</p> <p>Looking forward to sharing information with you on our group!</p> <p style="text-align: right;">Regards, Your Training Manager</p>
<p>Week 2 Creating Your Profile & Building Your Network</p>	<p>Face-to-Face check-in after Email #2</p> <ul style="list-style-type: none"> • Discuss what makes a great profile <ul style="list-style-type: none"> – what parts of your profile can help you now before you start work; link to interview preparation: <ul style="list-style-type: none"> – What experience have you had volunteering, working in your community that could add value to your profile in the absence of work experience? • What is a professional network, and how can you start to build a good network? • Find out who has joined the group/Why/Why not <p>Hand out LinkedIn print out to each team for further investigation – Profile</p>	



Week	Instruction to Training Manager	Details
	<p>Checklist and Profile Quick Tips and Personal Brand from the LinkedIn micro-site</p> <p>NUDGE:</p> <ul style="list-style-type: none"> • Email a series of links that share useful information about LinkedIn and interesting articles/info/groups you can access on LinkedIn • Utilize this LinkedIn presentation on building your network. • Where possible, upload the link to the cohort group on LinkedIn • Encourage sharing of new information with one another both online and through the face-to-face sessions 	<p>The training manager should send out suggestions and links around building a network and sharing information.</p> <p>The material should be relevant and engaging for candidates – something that captures their interest.</p> <p>EMAIL #3</p> <p>Hello everyone!</p> <p>Now that you're on your way to building a great profile, you can really get started on building your network! Connecting with the right people, group, and companies can help you to build a great professional network.</p> <p>TOP TIP:</p> <p>A great place to start is by connecting with everyone you already know – old friends, family connections, or old school connections and work colleagues. You never know what opportunities you may find one day through your personal network. BUT, when you plan to connect with people you don't know or haven't worked with before, you should first ask yourself: will this person or group add value to my career and can I offer them value in return?</p> <p>Do some research on LinkedIn to find people you know, companies and groups that you think may be useful or interesting to follow or join considering the type of entry-level job opportunities you think you may interview for at the end of your program.</p> <p>If you want to know more about why building your network is important for your career and how to grow your network, I suggest you check out some of these links below!</p> <p>https://www.youtube.com/watch?v=JmvumZbpaNI&feature=youtu.be</p>



Week	Instruction to Training Manager	Details
		<p>http://www.careerealism.com/linkedin-invitation-tips/</p> <p>Regards, Your Training Manager</p>
Week 3: Complete Your Profile	NUDGE Email a message suggesting why completing a profile as far as they can while in training is worthwhile, and then provide links for employers and pulse channel to follow	<p>The training manager should send out an email suggesting that candidates revise their profile and providing some useful groups to think about joining and companies to follow.</p> <p>EMAIL #4</p> <p>Hello everyone!</p> <p>Now that you have started connecting with others, and you may have seen what other people’s profiles look like, I suggest you visit your own profile and add some stuff to make it more interesting or more professional. Write down what you have put down as your profile summary to unpack in the next check in session so we can share and help everyone to improve.</p> <p>I also highly recommend that you check out the following research done on what completing your profile can do for you: https://www.linkedininsights.com/why-you-should-complete-your-linkedin-profile/</p> <p>Search on LinkedIn for professional groups and join them as you continue to build your network. Here are some examples:</p> <ul style="list-style-type: none">• <i>Contact Centre and Call Centre community</i>• <i>Customer Service Champions.</i> <p>If you find anything interesting that you think is worth sharing, post it to our group.</p>
Week 4: Using LinkedIn	Face-to-face check-in after Emails #4 and #5: <ul style="list-style-type: none">• Connect the interview prep process (at this stage in the	



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for Job Prep	<p>Harambee training) to the development of the candidates' profiles and their insights from networking (joining groups/following companies). What can they share that will add value to their profile and how they can use their LinkedIn profile to help sell themselves in an interview?</p> <ul style="list-style-type: none">• Connect to volunteering, achievements, how one's profile can add value to one's CV• Have candidates share info or articles/groups/companies they have joined or have found interesting• Hand out LinkedIn print out of writing, reading, sharing on LinkedIn• Team pop quiz on LinkedIn #2	
Week 5: Labor Market and Industry Info on LinkedIn	<p>NUDGE</p> <p>Email a message suggesting why completing a profile as far as they can while in training is worthwhile, and then provide links for employers and pulse channels to follow</p>	<p>The training manager should send out links to relevant employers/companies/articles that candidates can follow and suggestions to follow the LinkedIn Pulse Career Channel (see links in email – the training manager may add one or two extra links for relevant companies)</p> <p>EMAIL #5:</p> <p>Hello everyone!</p> <p>Here are a few links to follow some of our employers on LinkedIn as you start to think about new employer networks and what employers expect from you. Also check and see if you have any connections at these companies!</p> <p>https://www.linkedin.com/company/standard-bank-south-africa?trk=affco</p> <p>https://www.linkedin.com/company/4731?trk=vsrp_companies_hero_name&trkInfo=VSRPse</p>



Week	Instruction to Training Manager	Details
		<p>archId%3A442519841446542856726%2CVSRPtargetId%3A4731%2CVSRPcmpt%3Ahero https://www.linkedin.com/company/614583?trk=vsrp_companies_res_name&trkInfo=VSRPsearchId%3A442519841446544243080%2CVSRPtargetId%3A614583%2CVSRPcmpt%3Aprimary https://www.linkedin.com/company/17634?trk=vsrp_companies_cluster_name&trkInfo=VSRPsearchId%3A442519841447136489971%2CVSRPtargetId%3A17634%2CVSRPcmpt%3Acompanies_cluster https://www.linkedin.com/company/12696?trk=vsrp_companies_res_name&trkInfo=VSRPsearchId%3A442519841447136666271%2CVSRPtargetId%3A12696%2CVSRPcmpt%3Aprimary</p>
<p>Weeks 6 and 7: Become a Strong Life-Long Learner on LinkedIn</p>	<p>NUDGE</p> <p>Suggest that candidate read articles for insight into how to be a great performer at work and invitation to join the Harambee Alumni Group.</p> <ul style="list-style-type: none"> Use this LinkedIn presentation on updating one's profile over time. 	<p>The training manager should send out an email with links relevant to attitude, performance, and work. There is also a link that goes out here to join Harambee alumni group.</p> <p>EMAIL #6</p> <p>Hello everyone!</p> <p>You now have a profile; perhaps you've joined a group or two, and you are following some great companies. Well done! You are starting to build your network so keep at it! But remember a great profile and a powerful network is only the first step. You also have to perform at work to build and maintain your professional reputation so people trust what they see on your LinkedIn profile.</p> <p>Check out these articles about how to be a great performer at work:</p> <p>https://www.linkedin.com/pulse/eight-tips-being-great-employee-curtis-rogers https://www.linkedin.com/pulse/why-attitude-more-important-than-iq-dr-travis-bradberry</p>



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		<p>I also strongly encourage you to join the training Alumni Group – this group will be a powerful professional support network to help you stay focused and progress in your career.</p> <p style="text-align: right;">Regards, Your Training Manager</p>
Week 6	<p>Face-to-face check-in after Email #6:</p> <ul style="list-style-type: none"> • Have a follow up conversation about what candidates have found regarding performance in the work place – why is it important to match what you do with your online brand? • Discuss why being part of the Harambee alumni group can help build a career • Team pop quiz on LinkedIn #3 	
Week 7	<p>Final check-in week 7:</p> <ul style="list-style-type: none"> • Who will use LinkedIn? Why/Why not? • How can you use it to benefit your career when you get to work? • What have you enjoyed/found challenging about using this social media platform? 	
Post-Training	<p>NUDGE</p> <p>Send out final Email #7 with a link about posting and publishing on LinkedIn and then some information about asking for recommendations – the ins and outs of asking for recommendations</p>	<p>Email #7 (week after end of training)</p> <p>Hello everyone!</p> <p>Now that you have completed your bridging program and some of you may have started work already, you will continue to build a powerful profile as you gain experience and grow your network. When you have settled in to your new work environment, you might consider publishing a post on LinkedIn to share your experience and advice for other people who might be on a similar journey to you.</p>



Week	Instruction to Training Manager	Details
		<p>Remember: Anything you post says something about your personal brand, so post wisely!</p> <p>Check out these links to learn how to publish a post and what's worth writing about: https://students.linkedin.com/student-publishing (cut and paste this link)</p> <p>Look at monthly topics on the home page to give you an idea of what's worth writing about at different times of the year! http://blog.linkedin.com/2015/04/15/why-i-publish-on-linkedin-the-power-of-storytelling/</p> <p>Also, once you have been working for a while, you may want to ask for recommendations from your colleagues to enhance your profile. BUT first check out this link with tips on asking for recommendations: http://www.likeable.com/blog/2014/10/how-and-when-to-ask-for-a-linkedin-recommendation</p> <p>Wishing you the best of luck on your career!</p> <p style="text-align: right;">Regards, Your Training Manager</p>



Annex: Proposed Descriptions That Can Be Adapted per Training Managers' Needs

Generic recommendation comment that can be edited as per training manager's needs:

I am pleased to say that _____ completed the XYZ training program successfully and has met the necessary criteria to succeed as a first-time employee. This candidate has shown the ability to deliver work under pressure, work with and contribute to a team, and to manage his/her performance at work.

Proposed Summary for Harambee Alumni group

This group is an alumni group for all people who have completed a bridging program. It is a professional support group to help Harambee alumni stay focused and progress in their careers.

Description for cohort group purpose:

This group is your first professional network. It is for sharing professional tips, interesting articles, and information that you find or learn about. The group may also be used as a forum for feedback on projects, presentations, and any work you may want to share that you feel will contribute to other people's learning.