


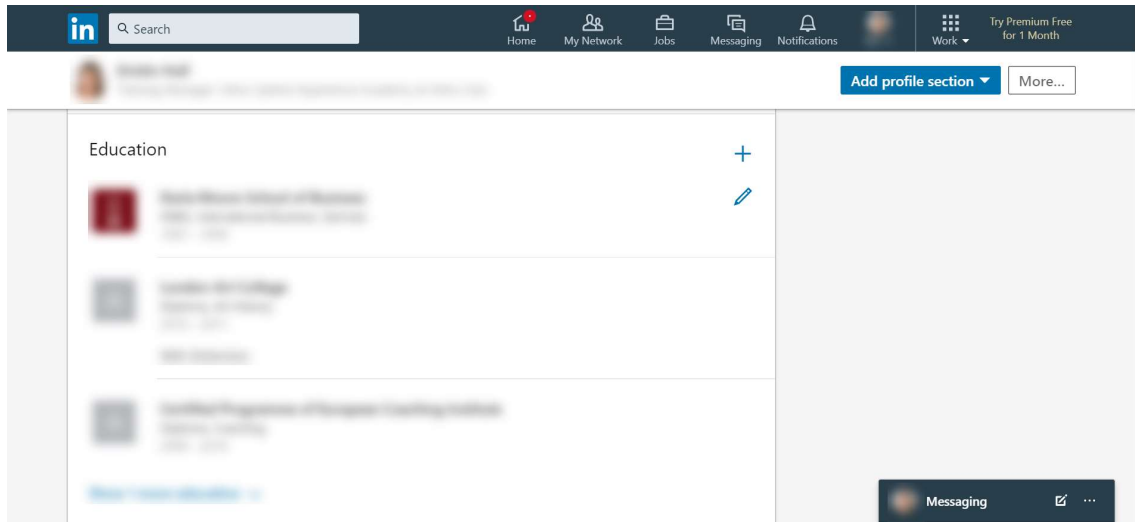
<b>Lesson Title: LinkedIn Demo</b>	<b>Slide ID: 1</b>	<b>Programming/Interactions</b>
<b>Visual:</b>   <b>LinkedIn Demonstration</b>		Fade in to Starter slide Text “LinkedIn Demonstration”  Fade out
		<b>Reviewer Comments</b>
<b>Audio:</b> Let’s say based on the selection tool, LinkedIn seems like the best choice for you. This could be simply because you already have a LinkedIn account so it’s simpler for you than setting up something new. As I did previously I’ll discuss each functional requirement and what is or is not possible to do with this tool. At the end you can decide whether this is the tool for you, or whether you want to consider a different one.		
<b>Feedback:</b>		

**Lesson Title: LinkedIn Demo: Enter formal and informal qualifications**

**Slide ID: 2**

**Programming/Interactions**

**Visual:**



Fade in with “Enter formal and informal qualifications” across the screen

**Reviewer Comments**

**Audio:**

The digital transcript of LinkedIn is accessed via your Profile. If you go to your Profile, scroll down past the Experience section to the Education area. Further down, you'll see you can enter Licenses and Certifications, and furthermore choose Skills and Endorsements. These become progressively less formal in nature but you can add as many as you like. For example if I add a new Education, I will be prompted to select a university from the allowed list as the very first field. Continuing to the Licenses and Certifications, it's much the same. I need to enter who awarded the certifications. Skills are an informal qualification and more flexibility is allowed. As an added bonus, my connections can endorse me for them.

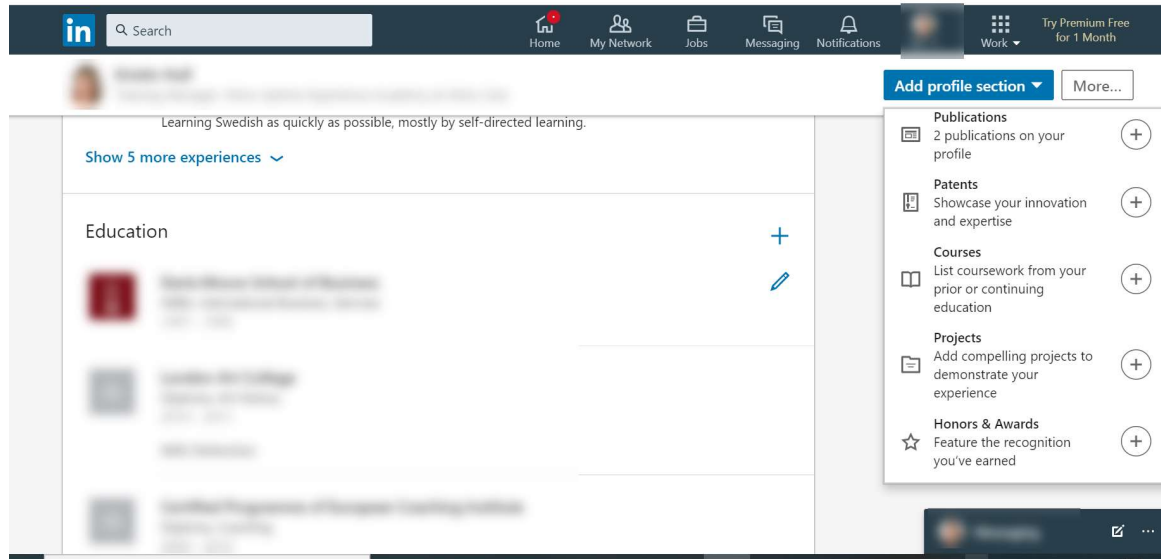
**Feedback:**

Lesson Title: LinkedIn Demo: Enter formal and informal qualifications

Slide ID: 3

Programming/Interactions

Visual:



Fade out

Reviewer Comments

Audio:

And these are just the sections I have turned on. If you want to enter other examples of your qualifications, click on "Add profile section." Perhaps you want to enter some courses you have taken as part of your continuing education, which might not be part of a formal degree programme, or describe some projects you have worked on (in addition to profiling these in your portfolio.) It's really up to you which of these sections you want to include but it seems to account for a lot of flexibility for what education you want to highlight.

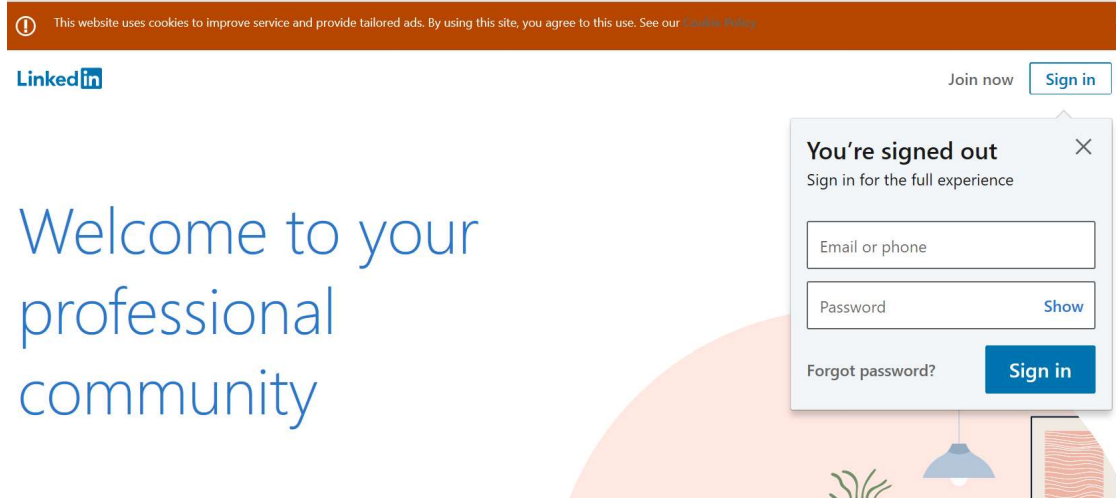
Feedback:

**Lesson Title: LinkedIn Demo: Easy to learn and use within minutes**

**Slide ID: 4**

**Programming/Interactions**

**Visual:**



Fade in with “Easy to learn and use within minutes”

Fade out

**Reviewer Comments**

**Audio:**

LinkedIn is highly flexible, which means it may be a bit complex for you to get complete the very first time. Here’s how it looks as a brand-new user who has never established a Profile before. You might not be able to think of everything you want to add all at once, so you can go back and update your profile regularly. The final challenge for this course, should you choose to accept it, is to start your LinkedIn profile and enter at least one formal education qualification to it. Let’s have a brief look at the experience for a brand-new LinkedIn user. Use gushullkr e-mail address.

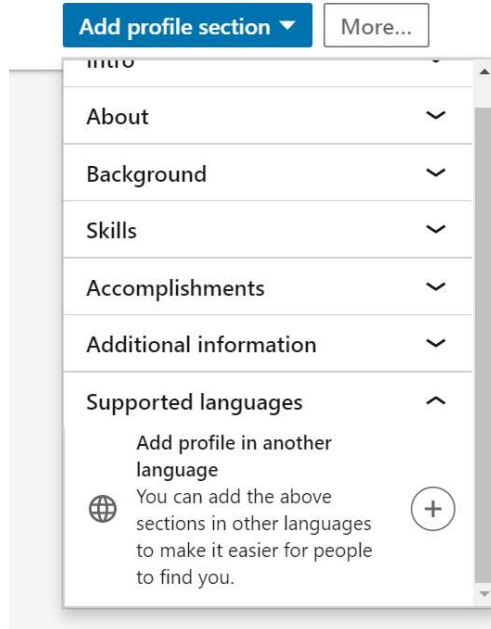
**Feedback:**

Lesson Title: LinkedIn Demo: Enter data in my preferred language

Slide ID:5

Programming/Interactions

Visual:



Fade in and have “enter data in my preferred language” appear for a few seconds

Fade out

Reviewer Comments

Audio:

As we continue to the next requirement, let's see how it's possible to create a LinkedIn profile in a different language, if this is important for the market you are working in. Perhaps you want to include things in a different style or level of formality in a different language as well. I am still in my Profile. I click on my Add Profile section button and choose Supported Languages. Here you can see several languages available, although you are only permitted to have one profile per language. If I select Swedish for example, here I can get started entering my Swedish LinkedIn profile, complete with the Swedish headings for my qualifications.

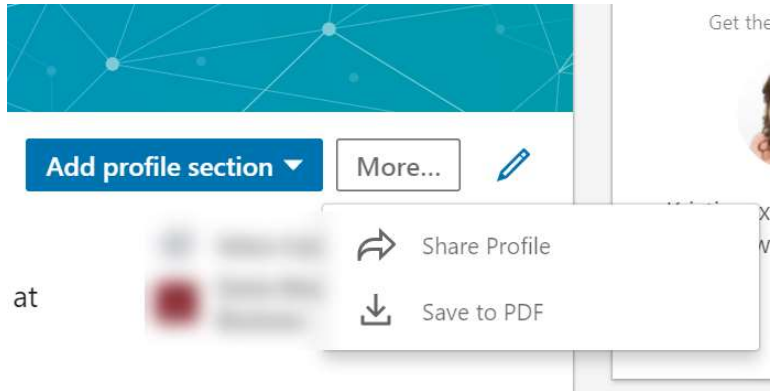
Feedback:

Lesson Title: LinkedIn Demo: Easily export the transcript or share with a link

Slide ID: 6

Programming/Interactions

Visual:



Fade in  
Text "Easily export the transcript or share with a link"

Fade out

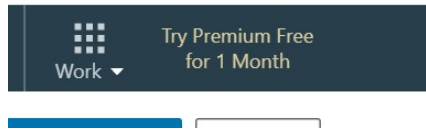
Reviewer Comments

**Audio:** You share your transcript or learning history from LinkedIn by sharing your entire profile. This is why I've awarded it a "partial" rating on the selection matrix, because you can't simply isolate the transcript sections. However, sharing your profile is quite easy to do. Simply click on the More button and decide whether you want to send a link or save your profile to pdf. Let's have a look at what happens when I click on Share Profile.

Feedback:

Lesson Title: LinkedIn Demo: Use for minimal or no charge	Slide ID: 7	Programming/Interactions
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Visual:



Fade in  
Text "Use for minimal or no charge"  
Fade out

Reviewer Comments

**Audio:** You can create a profile on LinkedIn at no charge, and add any sections you like to your profile. There is a premium version, which is targeted toward job-seekers, recruiters, and salespeople. It is rather pricey but if you are seriously job-hunting or you are in sales, it can be worth it to leverage your network. But for setting up your own digital transcript, no charge!

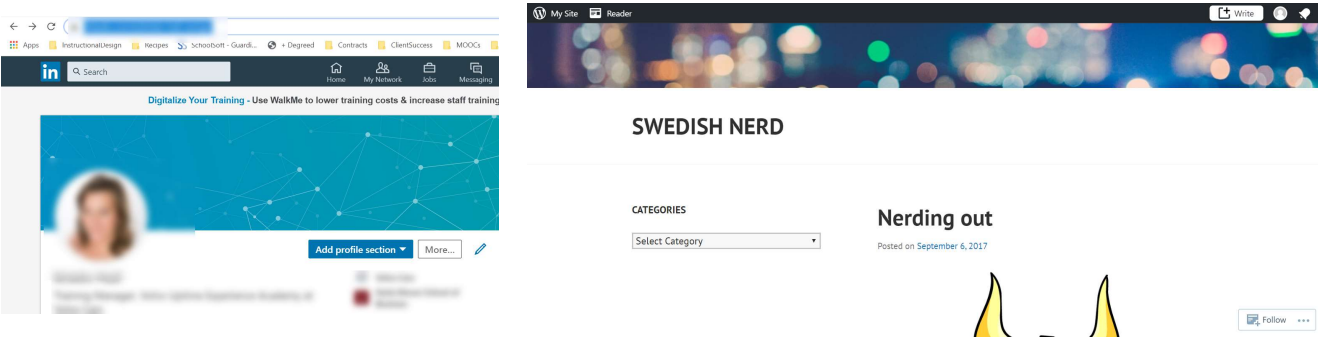
**Feedback:**

**Lesson Title: LinkedIn Demo: Link easily with other platforms**

**Slide ID: 8**

**Programming/Interactions**

**Visual:**



Fade in  
Text “Link easily with other  
platforms”

**Reviewer Comments**

**Audio:** As we saw earlier, you can share a link with another person if you like using the More button. Another tip is when you are on your profile, you can simply copy the URL and use it as the source from wherever you would like to link, say, your digital portfolio. See here is an example of how I easily created a link from my portfolio About post to my LinkedIn profile. As mentioned before I can't only share the transcript part, which is why I've given it a "half" rating on the selection tool. It's pretty easy to use the link.

**Feedback:**

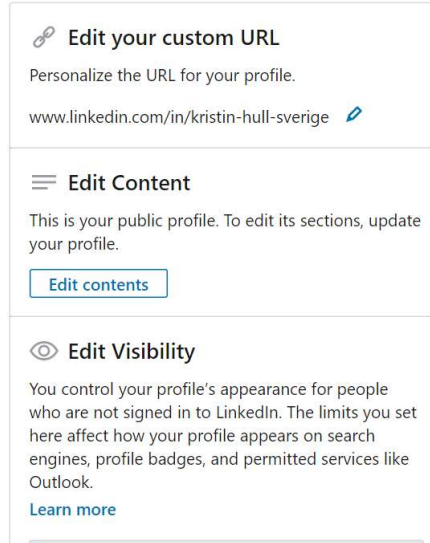
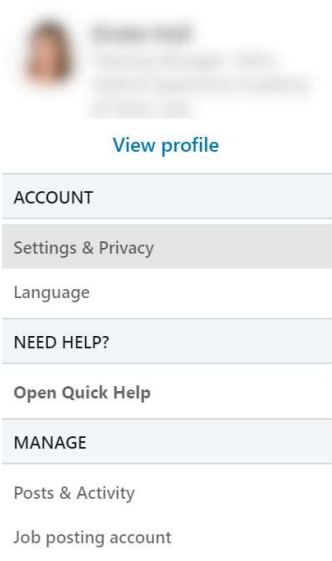


Lesson Title: LinkedIn Demo: Link easily with other platforms

Slide ID: 8

Programming/Interactions

Visual:



Fade out

Reviewer Comments

**Audio:** One thing to remember is that you have to set your profile to be visible at the level of privacy you want if you are going to share the link to your profile somewhere else. Under Me->Settings and Privacy you can access how much information strangers and web search engines can see about you. For example you may be very cautious about who can see your photo or full name. Here are a few ways you can get some control, including changing the custom URL to your profile. Perhaps you don't want it to include your full name for example, or you want to stay consistent with your personal brand.

Feedback: