

Video Lesson Outline

Class Title: LinkedIn for Career Changers – Crafting your Story online
Class Description
<p><i>Write a brief overview of your class.</i></p> <p><i>Your class description should cover:</i></p> <ul style="list-style-type: none"> • <i>What the class is about and a few of the skills students will learn</i> • <i>What students will create in their class project</i> • <i>Who the class is geared toward or if any prior knowledge or experience is required</i>
<p>The bar has been set - A LinkedIn profile is necessary for you to be recognized as a professional in today's market. If you are changing careers, telling your story on LinkedIn is essential.</p> <p>Using LinkedIn to support your career transition can raise your credibility and unlock a whole new world of opportunities to position you for that perfect new role by cultivating your network strategically.</p> <p>In this workshop, I'll show you how to create a basic, polished profile that tells a compelling professional story and shows hiring managers and connections that you have what it takes.</p> <p>Using my knowledge of the LinkedIn search algorithm, I'll share which elements of your profile you need to invest time in, and which one's you don't.</p> <p>After this workshop, you'll have the tools to show off your LinkedIn profile with pride.</p>

Video Lesson Title	Video Format	Video Length	Talking Points & Key Concepts
Introduction and Overview	Talking head	2 min	1. What we'll cover in this class - Clear brand/tell your story – 7 secs can decide to keep reading, algorithm/searchable - beg/intermediate class 2. Who I am -why I'm qualified 100's clients, 10 years, recruiter, program mgr, ed and non profit – all fields –linkedin is a super tool for any professional – esp career changers

			<p>3. leave this class -tools to complete your profile – be searchable – project will help you to hone your brand</p> <p>4. Class project overview with deadline</p> <ul style="list-style-type: none"> - Summary and headline - Submit for Review
Why LinkedIn is worth your time	Slide	2 min	<p>1. We’ve always networked, this makes it easier – 70% get jobs thru networking – find and make connections – cultivate existing connections – info interviews too</p> <p>2. Manage your presence/ brand - Share who you are and what you can offer – esp important for career changers whose exp doesn’t tell the story they need/want to tell as a standalone</p> <p>3. The more complete your profile – the better searchability, more professional you look, more likely to be found and seen favorably – your story + complete profile + the right connections = success</p>
Need to haves	Screencast And Graphic/slide	10 min	<p>1. Photo – recommended– some people choose not to – other things to do to boost profile</p> <p>2. Headline (bubble or arrow with - 120 characters, who you are, what you do, for whom, key words – ‘so what’ statement’</p> <p>3. Location/industry (bubble or arrow – where you want to be)</p> <p>4. Summary (bubble or arrow with – snap shot of who you are – 1st person is fine – key words matter – strengths, skills – flavor) #characters -</p> <p>5. Current position (in between, be creative)</p> <p>6. 2 Past Positions with description</p> <p>7. Education/certifications – grad date</p> <p>8. At least 5 Skills - endorsements</p> <p>9. at least 50 contacts</p> <p>10. Custom url</p> <p>11.Update contact info</p>
Nice to haves	Screencast/graphic	10 min	<p>1. Recommendations</p> <p>2. Volunteer</p> <p>3. More Skills and endorsements</p> <p>4. Hobbies and interests</p> <p>5. Following – groups, companies</p> <p>6. Accomplishments (patents, publications)</p> <p>7. Posted content – blog, sharing, slideshare, like/comment etc.</p>

Review class project		5 min	How to write a great headline statement How to write a great summary statement Deadline and feedback process
Conclusion		1 min	Post projects, ask questions, write reviews, like profile Stay tuned for more content about how to use LinkedIn well and change careers