IDEAL

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LINKEDIN TUTORIAL

1.   Link

https://www.linkedin.com/

2.   Short description of the tool

LinkedIn is a professional social media networking website where you can build connections to stay in touch with colleagues, providing a safe place for educators and learners to network. By allowing users to create a personal profile, it helps to promote participants into their specific field of expertise and create content that can introduce them to the right target group. You can use *LinkedIn* to display your resume, competences and skills; interact with other people and search for jobs and enhance your professional dimension and expertise by posting updates. This App can be installed on your computer and your mobile phone and is supported by most operating systems and browsers. The mobile version includes QR codes which enable you to connect with people and share your profile.

3.   Which language competences can be developed with the help of this tool?

- Written Production – creative writing.
- Reading Comprehension – reading for information, reading for orientation.
- Interaction Activities - obtaining goods & service, information exchange, interviewing & being interviewed.
- Online Interaction - goal-oriented online transactions & collaboration.
- Communicative language competences – general range, vocabulary range.

4.   The requirements concerning the tool

While you cannot change the language of your primary profile, you can create secondary profiles in all available twenty-four languages *LinkedIn* supports. To create a secondary profile in another language, click on "Me" on the top toolbar of your *LinkedIn* profile, then click "view profile". Though it is free of charge, you can upgrade to a Premium subscription for exclusive tools to find a job, grow your business, find sales leads, or hire talent - priced from $29.99 to $59.95 monthly. The LinkedIn App is supported by Android and iOS, iPhone, iPad and iPad touch require iOS 12.0 or later. *LinkedIn* supports major browsers, but remember that using older browser versions can prevent you from accessing *LinkedIn*, and some site features may not function as expected. Please note that browsers supported on desktop may be different from those supported on mobile

5.   Language of the tool

LinkedIn supports 24 languages.

6.   Suggested language level (A1-C2)

A1 ☐   A2 ☒   B1 ☒   B2 ☒   C1 ☒   C2 ☒

7.   What competences from DigCompEdu Framework does the tool develop?

1. Professional Engagement

1.2 Professional collaboration

1.4 Digital continuous professional development

8. How can the tool be used by teachers/learners?

In general, this tool can be used by language teachers and learners to:
- browse and get recommended jobs;
- be alerted to stay on top of active conversations, the latest news and new opportunities;
- use Find Nearby and QR code scanner features to find and connect to people you meet, including who made the comment and at what time;
- use your *LinkedIn* profile as a virtual resume;
- highlight your accomplishments, responsibilities, and experience;
- find friends, classmates, and colleagues to add to your network and see updates on their activity;
- search and apply to millions of openings;
- share articles, comments, and knowledge with your networks;
- follow hashtags for timely updates on topics you care about the most.

9. Case study – example

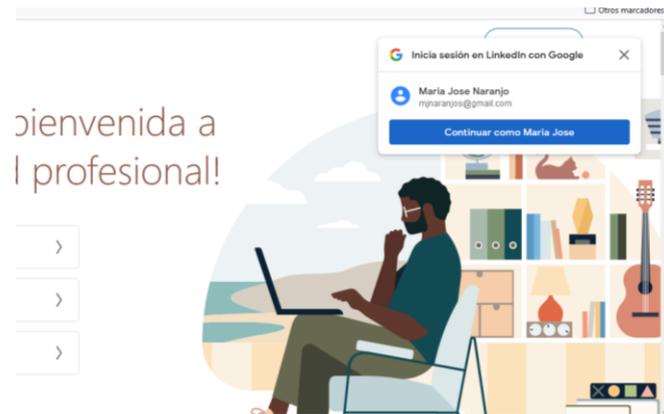|	
1. Installing Get the *LinkedIn* app into your PC from Microsoft Store for Free. On mobile devices, pull up your main source for installing mobile apps, for an Apple device, start up the App Store; in case of Android, start up the Google Play Store.	
2. Registration Once the app is installed, you should see an icon on your screen. Tap that icon to start the *LinkedIn* app. You should be taken to a login screen where you can sign in with your *LinkedIn* account or join *LinkedIn* with a new account. The first time you open the *LinkedIn* app, you will be asked to log into your *LinkedIn* account.	

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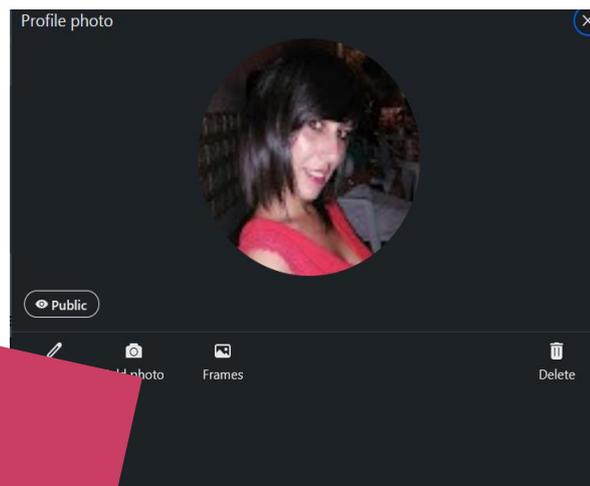of the European Union

3. Another option is to register with Google account (no installation is needed), click on login with Google and add a password. Then, continue with personal information questions.	
4. Create your profile:	
Step 1: Upload a professional photograph. A photo increases profile views. Go to *view profile* and select *Add photo.*	

Step 2: Add your *Location* and *Industry*.	
Step 3: Customize your *LinkedIn* URL. Click on the blue pen to edit.	
Step 4: Describe your experience. You can also add or link to external documents, photos, sites, videos, and presentations.	
Step 5: Add 5 skills or more. Select the suggested skills that apply to your profile and add more skills if you need. Remember to click on *Save* when you finish.	

|	
Step 6: Fill out the Education section.	
Step 7: Write a summary. You can write about your years of experience, industry, skills, achievements, or previous job experiences.	
Step 8: If you'd rather go further, you can also add more sections: publications, patents, projects, courses, etc. Click on the **Add section** and select the area to be completed.	

Step 9: Add 50+ Professional Connections. Find your first connections by selecting **Connect**. The fastest way to grow your network is to import your contacts.
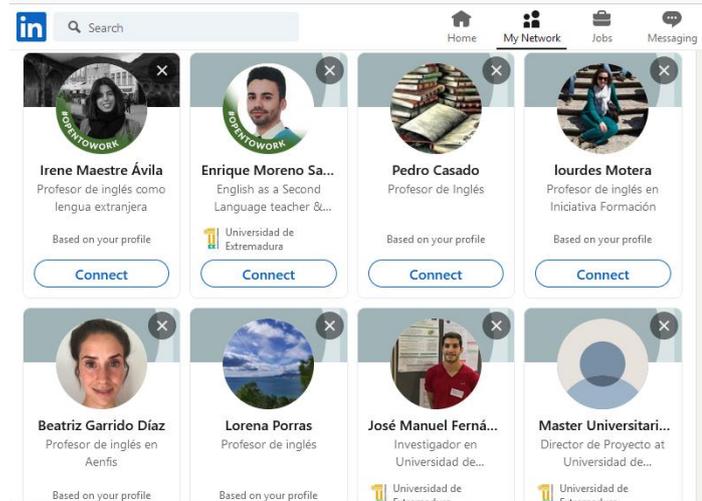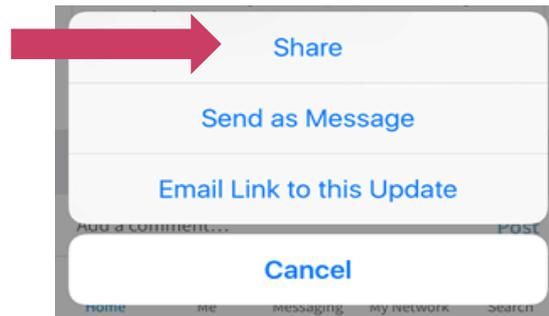

5. Write updates

The **LinkedIn** network makes it easy to create and share updates, especially if you want to use images. To get started, go to the Home tab and click the **Share** button or **Photo** button at the top of the screen. If you click the **Share** button, you can create an update that includes text, links and mentions of other **LinkedIn** members. You can even upload a photo. Click the **Photo** button to take a picture or share an image from your gallery.

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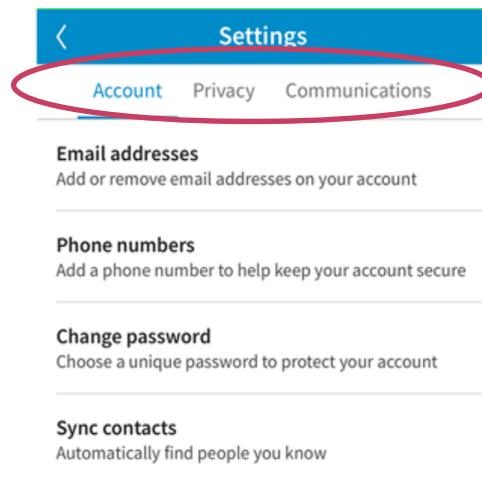of the European Union
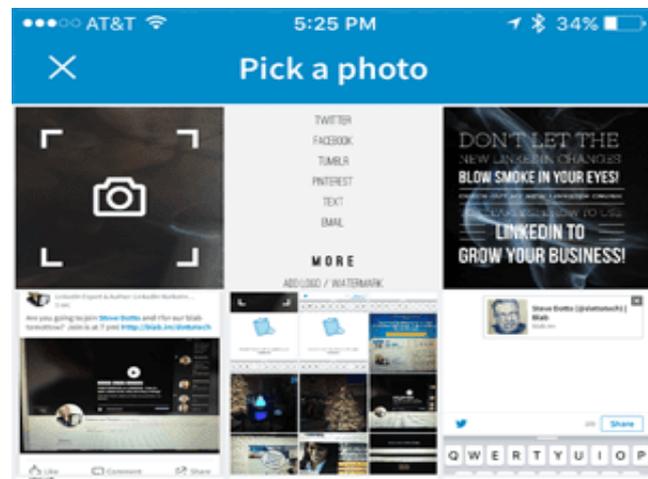
6. Engage With Your Connections' Updates If you find an update that you want to share, click the **Share** button in the lower right of the post. In the pop-up menu that appears, select **Share**. Then write a short message about the update and click the **Share** button in the lower right.	Share Send as Message Email Link to this Update Cancel
7. Change Account Settings To access Settings, click the **Me** tab and then click the gear icon in the right corner of the screen. Then click the **Account**, **Privacy** or **Communications** tab and select the setting you want to update.	Settings Account Privacy Communications **Email addresses** Add or remove email addresses on your account **Phone numbers** Add a phone number to help keep your account secure **Change password** Choose a unique password to protect your account **Sync contacts** Automatically find people you know

10. Things you have to bear in mind when using the tool

- The recent updates to the **LinkedIn** app make it much more functional for users on the go who do not always have access to their computers. Choose **Install LinkedIn** https://www.linkedin.com/company/install
- Prior to this release, you have to use both your desktop browser and the mobile app in concert to get the most out of **LinkedIn**. You can access 90% of **LinkedIn** functionality from the mobile app.

11. Similar tools

Xing
https://www.xing.com/en