

My Career module

LinkedIn

Semester 1 Year 3

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Introduction

Congratulations, you have made it (or almost) to the final year of your degree! You will be making important decisions this year about the next stage of your life and career, and this module has been designed to help support you along your journey.

The ability to make, grow and strengthen professional connections, and to interact and work with them effectively and strategically is essential to lifelong employability¹. In this module, you will continue working on (or create) your LinkedIn profile, and you will write a reflection on your professional networks.

It is suggested that you refer to the schedule provided to help guide you through this module in a timely manner.

Skills and attributes

On successful completion of this module students will be able to present a professional LinkedIn profile, reflect on the value of professional networks, and reflect on your skill development.

Assessment

Task	Marks	Due date	Submission
My Career PebblePad workbook	10	Monday 31 st May 11:55pm (study week)	PebblePad workbook is automatically submitted after the deadline.

Communication

Please post any questions to the My Career forum in the HBS3HPR LMS site. Any questions of a personal nature can be emailed to your subject coordinator.

Support classes

There are three Q&A sessions during semester that have been designed to help you get the most out of the module: week 7, week 9 and week 11. Please come along to these sessions and ask any questions you have. See your LMS site for detail and Zoom links.

¹ Bridgstock, R. (2017c). Graduate employability 2.0: Social networks for learning, career development and innovation in the digital age.

Access to PebblePad

There is a link to your workbook on LMS, as well as instructions for accessing your workbook.

Access to LinkedIn Learning

In your PebblePad workbook, click on the “LinkedIn Learning activation” link and login using your La Trobe details.

Weekly schedule

This is a suggested weekly schedule for working through the *My Career* module; you may wish to work through this module more quickly.

Weeks	Activities
7-8	<ol style="list-style-type: none"> 1. Visit the <i>My Career</i> topic on the PAM3HAN LMS site and review the resources available 2. Read this guide and your PebblePad workbook and make note of the activities you will complete and the deadline 3. Complete the “Rock Your LinkedIn Profile” course and the self reflection activities in your PebblePad workbook
9-10	<ol style="list-style-type: none"> 1. Setup a LinkedIn profile (if you don’t have one) and start working on developing your LinkedIn profile
11-12	<ol style="list-style-type: none"> 1. Finish work on your LinkedIn profile to make sure that you have met the requirements of this task (see the instructions and the rubric) 2. Connect with your facilitators and some peers 3. Complete the reflection on the <i>My Career</i> module in your PebblePad workbook 4. Review your PebblePad workbook; revise or complete any sections you missed
Study Week	Your “My Career (HBS3HPR)” PebblePad workbook will be automatically submitted to PebblePad for marking, therefore, you don’t need to physically submit your work

Marking and feedback

The marking scheme is included at the back of this guide. Feedback will be provided via the marking scheme; if you would like additional feedback, please contact your facilitators.

LinkedIn

LinkedIn is a valuable career development tool which you can use to grow your professional network around the world, research employment opportunities, and be found by recruiters or potential clients and collaborators.

Research has shown that 85% of people find jobs through their networks². Since 85% of critical jobs are filled via networking of some sort, being highly networked is essential for both the job seekers and for those seeking them. A simple and effective way of doing this is by creating and engaging with your LinkedIn profile.



Your tasks

Part 1: Rock Your LinkedIn Profile online course

Complete the **Rock Your LinkedIn Profile** online course and answer the reflection questions in your PebblePad workbook. It's a good idea to pause and take notes when the information being presented triggers something of relevance to you:

Part 2: Create a LinkedIn profile

Use the information presented in the online course and the LinkedIn resources provided in your PebblePad workbook to create or update your LinkedIn profile.

If you do not want to create a LinkedIn account, please contact your subject coordinator early in semester to discuss alternative assessment.

Your PebblePad workbook has links to resources relating to privacy and security when using LinkedIn, using social media responsibly and tips for choosing a photo and writing your headline and summary.

1. Sign up to LinkedIn
2. Setup your profile to include the following:
 - a. a professional looking photo
 - b. a meaningful headline
 - c. an informative and engaging summary
 - d. the course you are currently completing at La Trobe University
 - e. at least 3 key skills in the Skills & Expertise section
3. Connect with (1) My Career facilitator Brianna Julien (2) two people in the industry that you are interested in or are considering entering in the future
4. Share your LinkedIn profile URL

² [1] Adler, L. (2016). New survey reveals 85% of all jobs are filled via networking. Retrieved from <https://www.linkedin.com/pulse/new-survey-reveals-85-all-jobs-filled-via-networking-lou-adler>.

Reflect on your professional connections

A reflection is a purposeful activity in which you analyse your experiences, or your own practice, skills, and responses, to learn and improve.



Professional networks have a vital role to play in various aspects of career development, innovation and problem-solving processes, and socially-based learning³. Professional connections may be widespread and may include university staff, previous employers and co-workers, peers and supervisors from volunteering positions, and many others. Your professional networks may include people you know well, and others that you have met but don't know well at all.

Your task

Write a 200-word reflection in your PebblePad workbook.

Write about your current professional networks, the contributions you have brought to your networks and what you have learnt from this. You will also write about networks you anticipate building and working with in the future, the contributions you plan to make, and the benefits you are anticipating.

Tips

Refer to your PebblePad workbook for some questions to ask yourself as you write your reflection.

³ Bridgstock, R. (2016). *Paper for discussion: Graduate employability 2.0: Social networks for learning, career development and innovation in the digital age*. Brisbane: Digital Media Research Centre, Queensland University of Technology.

PebblePad workbook pages

About Me

Enter the following information:

1. Name
2. Photo (not compulsory but desirable)
3. Course you are currently enrolled in
4. Desired career

Online course

Answer the questions about the *Rock Your LinkedIn Profile* online course:

1. Upload your Rock Your LinkedIn Profile certificate
2. Do you plan on using LinkedIn as a career development tool? Why or why not?
3. What advice from the online course have you applied to your own profile? Provide at least one example.

My LinkedIn profile

Enter the following information:

1. Names and professions of the two professionals that are working in your desired profession that you have connected with on LinkedIn.
2. Your LinkedIn profile URL.

Reflection on professional connections

Enter the following information:

Your 200-word reflection.

Reflection on My Career module activities and career development

For questions 1-13, **you will receive full marks if you answer all questions honestly; you will NOT be marked down if you disagree with statements.** This exercise is designed to help you reflect on the module, and for us understand more about you and your career development.

Rate your level of agreement with the following statements, or check the box that most accurately answers the question:

1. Completion of the Rock Your LinkedIn Profile online course has helped me understand the purpose of LinkedIn	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
2. Completion of the Rock Your LinkedIn Profile online course has helped me to create or fine-tune my LinkedIn profile	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
3. Completion of the Rock Your LinkedIn Profile online course has helped me understand how I can build my LinkedIn network	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
4. Completion of the Rock Your LinkedIn Profile online course has helped me understand how I can use LinkedIn day-to-day	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
5. I think LinkedIn is an important career development tool	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
6. I plan to use my LinkedIn account as an important career development tool	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
7. I think it is important to connect with people via LinkedIn in the field I wish to enter	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
8. How do you rate your ability to use LinkedIn?	Very poor	Poor	Fair	Good	Excellent
9. How do you rate your ability to write a reflection on your professional networks?	Very poor	Poor	Fair	Good	Excellent
10. Writing a reflection on my professional networks has helped me think about how I will continue to build my networks into the future	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
11. The resources provided in the PebblePad workbook were useful	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
12. I have gained knowledge and developed skills in this module that will be useful to me in the future	Strongly disagree	Disagree	Neutral	Agree	Strongly agree

13. Which of the following statements best describes how you currently think about your career path?

- I have not decided on a career and am not concerned about this at present
- I have not decided on a career and am worried about making a decision
- I have a good idea on my future career, but am open to other options
- I know what I want to do and have a plan on how to achieve my career goals

For the following questions it is up to you whether you provide responses (no marks are allocated to this section), although it will be very helpful for us to learn which aspects were most helpful and what additional support could be provided.

- 14.** What aspects of the My Career module have been most helpful for your career planning?
- 15.** Please suggest any practical changes that you believe could help support your career planning.



My Career marking scheme

5 (100%) Excellent	4 (80%) Very good	3 (70%) Good	2 (50%) Needs improvement	1 (25%) Poor
ROCK YOUR LINKEDIN PROFILE ONLINE COURSE (10%)				
Certificate uploaded to PebblePad workbook.				A score of 0 will be given if the certificate is not uploaded.
ONLINE COURSE QUESTIONS (15%)				
Questions on LinkedIn are answered clearly and thoroughly, with clear evidence of thorough reflection on the information presented in the online course and the potential use of the career development tool.	Questions on LinkedIn are answered clearly and thoroughly, with clear evidence of thorough reflection on the information presented in the online course and the potential use of the career development tool. Minor errors.	Questions on LinkedIn are generally well answered, with some evidence of reflection on the information presented in the online course and the potential use of the career development tool.	Questions on LinkedIn are lacking in clarity and/or detail, and there may be errors and/or omissions.	Answers on LinkedIn online course are missing, unclear, or full of errors and/or omissions. A mark of zero will be given if the questions are not answered.
LINKEDIN PROFILE (40%)				
LinkedIn profile created with a professional looking photo, a meaningful headline and summary. Education, skills and expertise are listed. Names and professions provided in PebblePad workbook of 2 professional connections working in the field you wish to enter. Correct profile URL provided in PebblePad Workbook.	LinkedIn profile created with a professional looking photo, a meaningful headline and summary. Education, skills and expertise are listed. Names and professions provided in PebblePad workbook of 2 professional connections working in the field you wish to enter. Correct profile URL provided in PebblePad Workbook. Minor errors.	A generally well-presented LinkedIn profile, but with some errors such as the photo may be lacking in professionalism, and/or the headline and/or summary may be lacking in meaningfulness, or skills and expertise missing. Names and professions provided in PebblePad workbook of at least 1 professional connection working in the field you wish to enter. Correct profile URL provided in PebblePad Workbook.	LinkedIn profile created but there are areas lacking in clarity and/or detail, or there may be errors and/or omissions. Correct profile URL provided in PebblePad Workbook.	LinkedIn profile has sections that are missing, unclear, or is full of errors and/or omissions. Incorrect profile URL provided in PebblePad Workbook. A mark of zero will be given if there is no LinkedIn profile and no arrangements have been made for an alternate assessment.

5 (100%) Excellent	4 (80%) Very good	3 (70%) Good	2 (50%) Needs improvement	1 (25%) Poor
REFLECTION ON PROFESSIONAL CONNECTIONS (30%)				
<p>Evidence of thorough reflection on professional connections including a vision for the future.</p> <p>Thoughtful and valuable insights into the process of forming and working with connections, your contributions, and the benefits of doing this.</p>	<p>Evidence of thorough reflection on professional connections including a vision for the future.</p> <p>Thoughtful and valuable insights into the process of forming and working with connections, your contributions, and the benefits of doing this.</p> <p>Minor errors.</p>	<p>Evidence of reflection on professional connections, including a vision for the future.</p> <p>Some insights into the process of forming connections, your contributions, and the benefits.</p>	<p>Evidence of some reflection on professional connections.</p> <p>Insights into the process of forming connections, your contributions and the benefits, may be lacking.</p>	<p>Little evidence of reflection on professional connections.</p> <p>Insights into the process of forming connections, your contributions, and the benefits, are lacking.</p>
REFLECTION ON MODULE ACTIVITIES & CAREER DEVELOPMENT (5%)				
All multi-choice reflection questions are answered.	Most multi-choice reflection questions are answered.	Approximately $\frac{3}{4}$ of multi-choice reflection questions are answered.	Approximately half of the multi-choice reflection questions are answered.	Approximately $\frac{1}{4}$ of multi-choice reflection questions are answered.