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**Activity**

LinkedIn Profile Summary

MODULE 2: Job/Career Exploration and Planning

This **activity** was written for the Florida Public School System DIGITAL INFORMATION TECHNOLOGY (8207310) course. Funded by the Cyber/IT Pathways Program, Cyber Florida, and the Florida Department of Education.

# Module 2: Job/Career Exploration and Planning

## Activity: LinkedIn Profile Summary

The student reads an article published by LinkedIn to understand how people with different backgrounds can promote their personal skills while demonstrating how they can “stand out” with various career options.

The student summarizes two of the profiles in the article and then creates a mock-up of their own profile summary.

## Standards Assessed

* **09.01** Analyze personal skills and aptitudes in comparison with various business-related job and career options (i.e., hard and soft skills).
* **09.04** Design, implement, and evaluate a plan to facilitate growth and skill development related to anticipated job requirements and career expectations.
* **09.05** Demonstrate an awareness of specific job requirements and career paths (e.g., education, certifications, skills, previous experience) in business environments.

## Teacher Notes

Students will read the following article from LinkedIn.

[14 LinkedIn Profile Summaries That We Love (And How to Boost Your Own)](https://www.linkedin.com/business/talent/blog/product-tips/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own)

In this two-part activity, students select two profile summaries of interest from the article. The student should review the details of the profiles carefully. Then, the student should write a short summary for each of the two selected profiles and describe what personal skills the professional has and why they think the skills are important to a career. Students should emphasize whether the skills are hard or soft.

Once the student has completed their two reviews, the student should then create a “mock-up” profile summary of their own. Students can use a word processor to construct a profile summary of their dream job (also known as, what they want to be when they grow up). Students should think about the importance of their personal aptitudes and how they can be used to strengthen their career options.

## Estimated Student Completion Time

* 60 minutes to complete the activity

## Activity Rubric

Consider evaluating the student’s work based on measures of quality. For example, with a maximum of 4 Points Possible, the following could be applied to the activity:

* **1 Point Earned** = ***Needs Improvement*** (the student work did not meet more than 50% of the requirements and did not follow instructions)
* **2 Points Earned** = ***Developing*** (the student met between 50% and 75% of the requirements and generally followed the instructions)
* **3 Points Earned** = ***Sufficient*** (the student met between 75% and 90% of the requirements and clearly followed instructions)
* **4 Points Earned** = ***Above Average*** (the student met > 90% of the requirements and followed all instructions)

# Activity: LinkedIn Profile Summary

**Student Instructions**: Follow the instructions for Part 1 and Part 2.

**Part 1: Read the article and summarize two profiles.**

Read the following article and select two profile summaries of interest. Write a short summary for each of the two selected profiles and describe what personal skills the professional has and why you think the skills are important to a career. Be sure to emphasize whether the skills are hard or soft.

[14 LinkedIn Profile Summaries That We Love (And How to Boost Your Own)](https://www.linkedin.com/business/talent/blog/product-tips/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own)

**Part 2: Create a mock-up profile summary.**

Create a profile summary of your dream job. Focus on your personal aptitudes and how they can be used to strengthen your career options.