

**INCLUDES
2 ACTIVITIES**

LinkedIn

Social Media Marketing

Digital Activity

Students learn the Benefits of LinkedIn.

Students are prompted to make a LinkedIn Profile.

2 Digital Activities Included

GREAT First Week Activity for Entrepreneurship, Marketing, Intro to Business, or any Business Ed class!

**NO PREP!
SAVES YOU TIME!**



BUSINESS EDUCATION WITH *Denise Leigh*

2 NO PREP LESSONS!

AN INTRODUCTION TO LINKEDIN

- ✓ Students **LEARN** about the many benefits of using LinkedIn.
- ✓ Students use an included template to **CREATE** a LinkedIn Profile post



Teacher's Key & Student Example Included
A Great First Week - Get to Know Activity

USE IN YOUR INTRO TO BUSINESS, ENTREPRENEURSHIP, MARKETING, & SOCIAL MEDIA MARKETING CLASSES

LinkedIn

Your LinkedIn Profile is a professional landing page for you to manage your own personal brand. It's a great way for you to tell people who you are and what you do by displaying a general history of your professional experience and achievements.

LinkedIn

Now....Create a LinkedIn Profile for yourself.

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LinkedIn

professional yourself. Make a photo of your shoulders you should be in the photo.

your full name.

are currently a... If you have a job, list it.

Insert a background image. This image is an image that represents YOU. It can be a photo of the ocean, sky, your school, home, or a favorite place of yours.

List the school that you attend. Once you are older, you would list all schools attended.

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LinkedIn

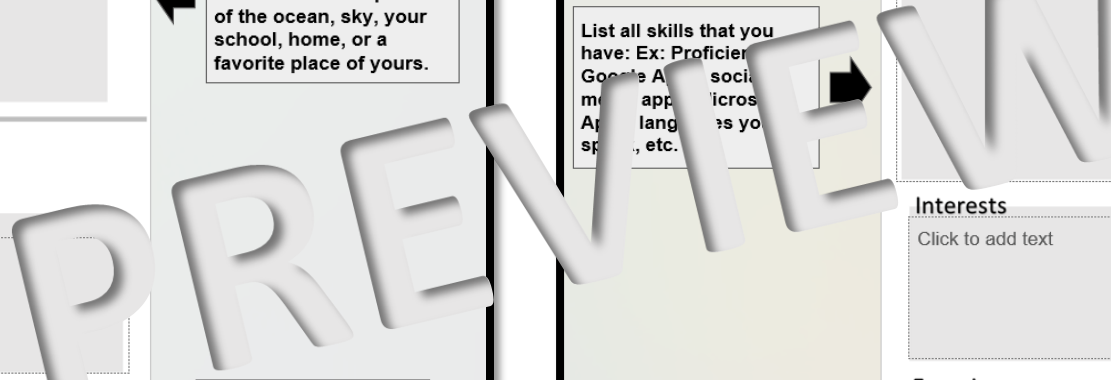
List all skills that you have: Ex: Proficient in Google Apps, social media applications, Microsoft Word, etc.

Where have you worked, volunteered, participated in activities, sports?

Are you interested in reading, movies, music, gaming, pop culture?

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Students Use Included Templates to Create a LinkedIn profile.

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LinkedIn



Name
Maddy Whipple

Job/position
Student majoring in Business Management

Education/School Attended
McGuffey High School
West Liberty University

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LinkedIn

Skills

Proficient in:

Google Applications (Excel, Slides, Docs, Sheets)

Microsoft Applications

Interests

- Reading
- Travel
- Sports
- Outdoors

Experience

Worked: Cameron Lumber Co. and Whipple Cattle Ranch LLC

Volunteered: Washington Ag. County Fair

Sports: Acro & Tumbling Team, Cheerleading

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**A Student Example Included
to Inspire Your Students**



LinkedIn

LinkedIn is a social media website used by business professionals to connect with potential employees, customers and potential business partners.

QUESTION Discover 7 benefits of using LinkedIn and list them.

1	
2	
3	
4	
5	
6	
7	

QUESTION From a job seeker's perspective, how can you utilize LinkedIn?

PREVIEW

**WHAT ARE 7 BENEFITS OF LINKEDIN FOR BUSINESSES?
HOW CAN YOU JOB HUNT ON LINKEDIN?**

NO PREP! Great for a Sub Day OR Remote Learning!

Digital Activities that send flawlessly to any LMS

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.



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