



SECOND EDITION



MOBILE TECHNOLOGY FOR TEACHERS



LinkedIn
for Teachers





Mobile Technology for Teachers (MT4T)

*A Teacher Resource Kit Using Mobile Technology for
21st Century Learning in Southeast Asia*

LinkedIn for Teachers (iOS / 2nd Edition)



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Published by Southeast Asian Ministers of Education Organization
Regional Center for Educational Innovation and Technology (SEAMEO INNOTECH)
Commonwealth Avenue, Diliman, Quezon City 1101, Philippines
Contact: info@seameo-innotech.org

Second e-book edition 2018
ISBN 978-621-421-051-0

For more resources on Mobile Technology for Teachers,
please visit our website at <http://www.seameo-innotech.org/mt4t>
or download the SEAMEO INNOTECH Reader from your Apple,
Android, or Windows device's application store.

Table of Contents

Cover

Title

Edition Notice

Introduction

Chapter 1. What is LinkedIn?

What are the Main Features of LinkedIn?

Why Should You Be on LinkedIn?

Chapter 2. LinkedIn for Basic Users

How to Set Up a LinkedIn Account

 Via an Internet Browser

 Via the LinkedIn Mobile App

How to Install the LinkedIn App

How to Set Up a Default Language

How to Use LinkedIn Search

How to Add and View a LinkedIn Connection

How to Send and Reply to a Message on LinkedIn

How to View a LinkedIn Notification

How to Check Who Viewed Your Profile

What LinkedIn Terms Should You Know?

What is Proper LinkedIn Etiquette?

Chapter 3. LinkedIn for Intermediate Users

How to Share a Post on LinkedIn

How to Send a File to a LinkedIn Contact

How to Join a LinkedIn Group

How to Enhance Your LinkedIn Profile

How to Ask and Answer a Question on LinkedIn

Why is Information Privacy an Important LinkedIn Issue?

How to Change Your LinkedIn Account's Privacy Control Settings

How to Close Your LinkedIn Account

Chapter 4. LinkedIn for Advanced and Expert Users

How to Use LinkedIn for Teaching and Learning

How LinkedIn Groups Promote Higher-Order Thinking Skills and Values

How to Use LinkedIn to Enhance Teachers' Professional Growth

How LinkedIn Can Help Your Blog

How to Connect LinkedIn With Other Social Media

Connecting LinkedIn and WordPress

Connecting LinkedIn and [Twitter](#)

Connecting LinkedIn and [Facebook](#)

Conclusion: LinkedIn is for Career Growth

Back Cover

Introduction

Welcome to Mobile Technology for Teachers (MT4T), a teacher resource kit that uses mobile technology for twenty-first-century learning in Southeast Asia. MT4T is designed to provide teachers with easy access to information, resources, examples, and best practices in using mobile technology for their personal and professional growth. While MT4T recognizes the availability of a wide array of mobile technologies, it aims to primarily focus on smart phones and tablets. It will enable teachers to navigate mobile devices beyond the typical Short Messaging Service (SMS) or text messaging, and the call function. It is intended to help teachers recognize the huge potential of mobile devices as tools for teaching and learning.

MT4T will equip teachers with a basic understanding of and skills to operate the three most popular mobile platforms—Android, iOS (Apple mobile operating system), and Windows. Also contained in this resource kit are discussions on built-in apps (including examples to expand their functionality) and social networking and blogging which aim to foster collaboration among teachers in Southeast Asia and beyond.

MT4T is composed of a set of e-books available in three mobile platforms—Android, iOS, and Windows. The e-books include the following:

- An Introduction to Mobile Technology for Teachers
- An Introduction to Teachers' Personal and Professional Learning Networks for 21st Century Learning
- Uses and Functionalities of Mobile Devices for Teachers
- E-Citizenship: An e-book for teachers on Cyber Wellness and Digital Citizenship
- Facebook for Teachers
- Twitter for Teachers
- Blogging for Teachers
- Edmodo for Teachers
- LinkedIn for Teachers
- Annotated Resources for Teachers

Users of MT4T are supported by a website which makes the e-books available in two file formats: e-pub and PDF. The e-pubs are best accessed using the SEAMEO INNOTECH Reader, which was designed to work consistently across mobile platforms. It also accords users with additional features like creating bookmarks, highlighting important phrases, and even creating drawings or doodles on the e-book pages. You can find out more about the other components of the MT4T Resource Kit from the e-Book on "An Introduction to Mobile Technology for Teachers (MT4T)."


Unique to the Resource Kit are discussions on using mobile technology to promote higher-order thinking skills (HOTS) and values among both students and teachers. Links to teaching and learning resources that promote HOTS have been provided in each e-book. Issues related to 21st century learning such as proper etiquette and digital citizenship are also discussed in several chapters of the e-books.



LinkedIn for Teachers, 2nd Edition




This e-book, entitled “LinkedIn for Teachers,” will guide you in using LinkedIn as a platform to establish and expand your professional learning network, and as a tool to showcase your professional expertise, experience and accomplishments. You can also use this to connect to your other social media accounts, like a WordPress blog site that you may have.

Chapter 1

What is LinkedIn?

In [an article](#) published by [LifeWire.com](#) in August 2017, it said that “despite being one of the most popular social platforms today, many people still have no idea what  LinkedIn is, [more so] on how they might benefit from being on it.”

 **LinkedIn** is the world’s leading professional social network. It is a virtual place where people from all industries build relationships with colleagues and demonstrate their professional experience and expertise. “It’s sort of like a traditional networking event where you go and meet other professionals in person. Talk a bit about what you do and exchange business cards.” On  **LinkedIn**, you do that by adding “connections.”

 **LinkedIn** has over 467 million¹ users worldwide, including chief executives of Fortune 500 companies. It is one of the best ways for educators like you to network with professionals in your field. You can share your ideas with fellow educators on  **LinkedIn** and even answer questions your connections may have about the content that you post.  **LinkedIn** primarily offers three opportunities for professionals like you: (1) build your professional network, (2) tell your story or share your credentials, and (3) stay abreast of the latest happenings in your field/s of interest.

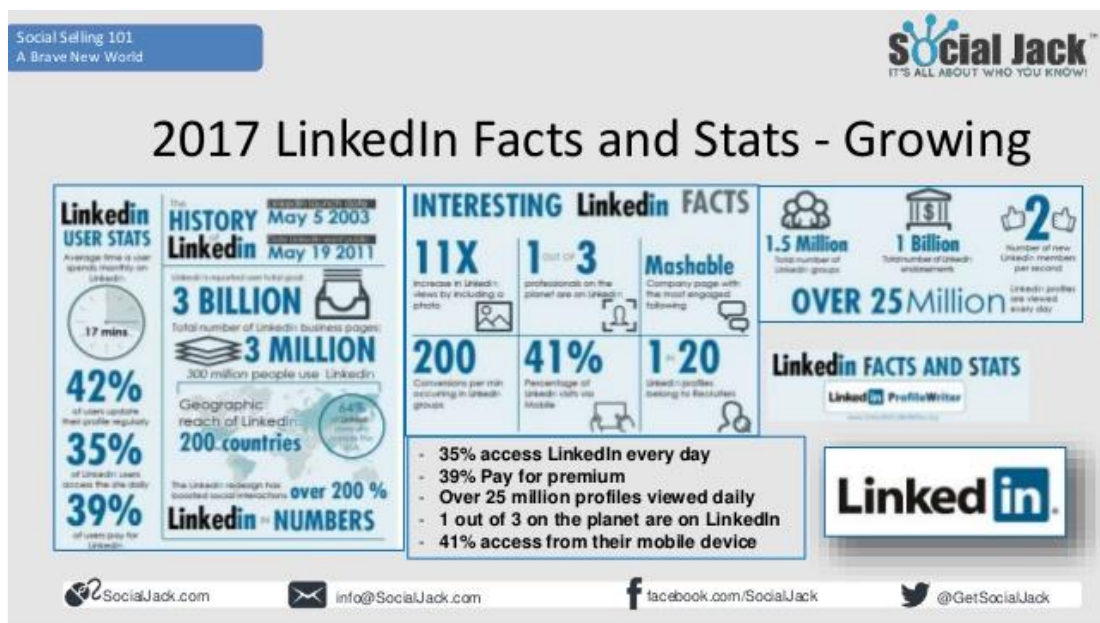
To gain more bits and pieces of facts about  **LinkedIn**, tap on the infographic on the next page.²

¹ Ian Mills (Updated November 2017). “4 Reasons You Need to be on LinkedIn.” Last accessed from Huffpost on 18 December 2017 at https://www.huffingtonpost.com/ian-mills/4-reasons-you-need-to-be-b_13123222.html



² Infographic developed by [Symberity](#) (formerly called *Driving Profitability for Our Clients*) for the 11th year anniversary of LinkedIn



This infographic from SocialJack.com has some of the latest facts and statistics about **LinkedIn**.









What Are the Main Features of LinkedIn?

Facebook and  **LinkedIn** are similar in the sense that both offer a lot of common social media features, such as posting, messaging, blogging, and online networking, though the latter's features are contextualized for professionals. Generally, if you know how to use Facebook, then you would also understand how LinkedIn works. Lifewire.com published an article that presents some of the main features of  **LinkedIn's** free account. Read on so you can better appreciate those features.³

- **Home.** This is where the news feed comes out. Once you've logged into your LinkedIn account, home will show you the recent posts from your connections with other professionals.
- **Profile.** Your profile shows your name, your photo, your location, and your occupation and more right at the top. Below that, you can customize various sections like a short summary, work experience, education, and other sections similarly to how you might create a traditional resume or C.V.
- **My Network.** Here you'll find a list of all the professionals you're currently connected with on LinkedIn. If you hover your mouse over this option in the top menu, you'll also be able to see many other options that will allow you to add contacts, find people you may know and find alumni.
- **Jobs:** All sorts of job listings are posted on LinkedIn everyday by employers, and LinkedIn will recommend specific jobs to you based on your current information, including your location and optional job preferences that you can fill out to get better-tailored job listings.
- **Interests:** In addition to your connections with professionals, you can follow certain interests on LinkedIn as well. These include company pages, groups according to location or interest, LinkedIn's SlideShare platform for slideshow publishing and LinkedIn's Lynda platform for educational purposes.
- **Search bar:** LinkedIn has a powerful search feature that allows you to filter your results down according to several different customizable fields. Click "Advanced" beside the search bar to find specific professionals, companies, jobs and more.
- **Messages:** When you want to start a conversation with another professional, you can do so by sending them a private message through LinkedIn. You can also add attachments, include photos and more.
- **Notifications:** Like other social networks, LinkedIn has a notification feature that lets you know when you've been endorsed by someone, invited to join something or welcomed to check out a post you might be interested in.
- **Pending Invitations:** When other professionals invite you to connect with them on LinkedIn, you'll receive an invitation that you'll have to approve.

³ Ibid.

Why Should You Be on LinkedIn?

" LinkedIn is like a massive, virtual professional networking event"⁴ that you need to take part of if you're a professional. Unlike face-to-face meet-ups,  LinkedIn is available to you every single day, and at any time of the day.  LinkedIn offers you the proper forum to increase your virtual presence that even if you're not actively searching for a new career, can still give you an advantage and unexpected opportunities for professional growth. With its user-friendly website and mobile app, teachers like you and other education professionals can communicate, share information, and learn from each other through  LinkedIn connections. If you haven't joined  LinkedIn yet, read the following excerpts from the article "What is  LinkedIn and Why Should You Join?"⁵ for some insights on the many ways you can make LinkedIn work for you, apart from expanding your network and facilitating job search.

- **Build your Professional Learning Network (PLN):** *Finding others who share your professional interests and/or who are working in your industry/field of interest is a great way to build your professional community. LinkedIn's user interface is all about finding the members of your "tribe."*
- **Join or create a group:** *LinkedIn offers various professional networks and groups that share your interests and affiliations. For example, you can join your alma mater's group or create a group for individuals who share your expertise. Joining an established group is not only a great way to connect with others who share similar interests; it also creates an online connection point between someone you may want to meet but might not already be in your established network. Learn how to join a LinkedIn group in [this section](#).*
- **Comment on posts:** *In addition to connecting with others, LinkedIn Groups provide a great space for you to learn about topics or share your expertise. Groups are also great for seeking or giving advice. The more you post and comment in group forums, the more likely you are to make more meaningful networking connections.*
- **Follow trendsetters and industry influencers:** *LinkedIn is a hub for trendsetters and industry influencers—companies and individuals who are transforming industries and making a mark on the world. LinkedIn provides these companies and individuals with platforms to share their messages.*
- **Blog:** *LinkedIn has a blogging feature that allows you to share articles that you have written. This is a great way to demonstrate thought leadership. This can be particularly helpful if you are looking to transition to a new industry because it is a tangible demonstration of your interest / passion / commitment to the new field.*

⁴ Ibid.

⁵ Ellie Nieves. "What is LinkedIn and Why Should You Join?" Last accessed from FairyGodBoss on November 2017 at <https://fairygodboss.com/articles/what-is-linkedin-and-why-should-you-join>.





- **Search Profiles:** LinkedIn provides more targeted opportunities to connect with other professionals than the randomness of networking events. Your ability to search for and review someone's profile, which in many ways mirrors a *résumé*, puts a ton of background information about an individual's work history, skills, schooling, and interests at your fingertips.
- **Discover Degrees of Connection and Separation:** LinkedIn allows you to see how you may be connected to an individual outside of your network. This feature can help you to see how many connections you have in common and how many degrees of separation there are between you and an individual. Determining the degrees of connection and separation will let you see who can potentially help facilitate an introduction with an individual.
- **Build a Platform:** If you're passionate about an issue or have a message that you want to share with the world, developing a platform is a great way to become an influencer. LinkedIn has a couple of tools that can facilitate platform building.
- **Status Updates:** Posting regular status updates or curating content pertaining to an interest that you are passionate about is a great way to build a platform on LinkedIn. The more consistent you are, the more likely others will be to identify you with your interest.
- **Companies:** Thousands of companies and brands can be found on LinkedIn. Most maintain profiles that are updated on a regular basis with company news, market research, leadership transitions and much more. This is the type of information that is key for a job seeker or even someone doing competitive analysis.
- **Individuals:** LinkedIn dubs individuals who are visionaries, successful in their fields and who inspire others with a coveted "Influencer" badge on their profiles. Influencers are provided with a platform on LinkedIn where they can share frequent status updates, blog posts, and videos. As a LinkedIn user, you can follow these thought leaders who are transforming the way people live and work.

For additional readings, you can tap on the following links:


- [What is LinkedIn and Why Should You Be on It?](#) by Daniel Nations, August 2017, [Lifewire.com](#)
- [11 Reasons Why You Need to Be on LinkedIn as an Aspiring Techie](#), December 2015, [Learn to Code with Me](#)

Chapter 2


LinkedIn for Basic Users


This chapter is for basic users who have little or no knowledge in using  **LinkedIn** as a platform for establishing and expanding professional learning networks. In this level of user competence, the focus is on becoming familiar with the basic features of  **LinkedIn**, including how to set up a  **LinkedIn** account, add contacts, share a post, send messages and files, and view notifications. It is suggested that you, as a basic user, go through all the sections and carefully follow the instructions to effectively use  **LinkedIn** for the first time.

How to Set Up a LinkedIn Account

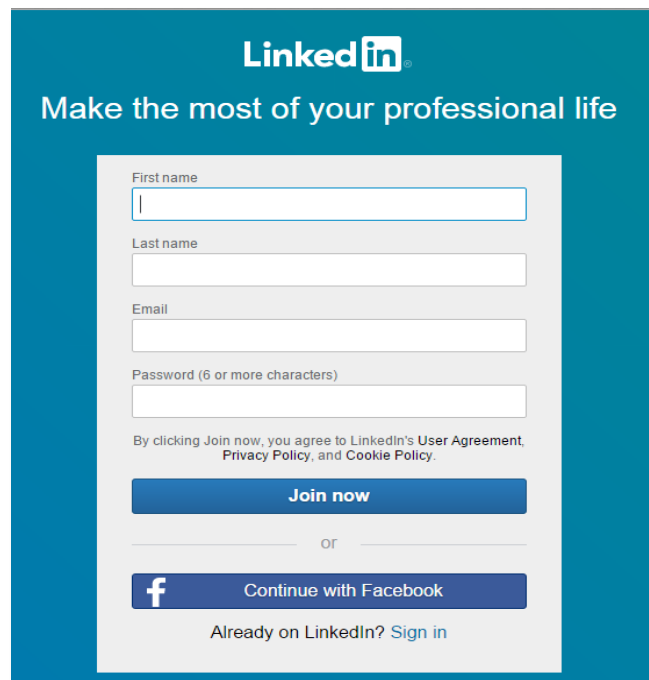
There are two ways by which you can set-up a  **LinkedIn** account—accessing it through an Internet browser or through the mobile app. You can select the best option for you. Either way, the steps should be fairly easy for you to follow. Remember that a  **LinkedIn** account will give you a “username” by which people will recognize you on the social network (e.g., e-mail address).

Via an Internet Browser

If you want to have an idea on how to sign up for a  **LinkedIn** account via the Internet browser of a PC or your iOS device, you can watch “How to Use LinkedIn—How to Sign Up to LinkedIn”⁶ or follow the step-by-step guide.

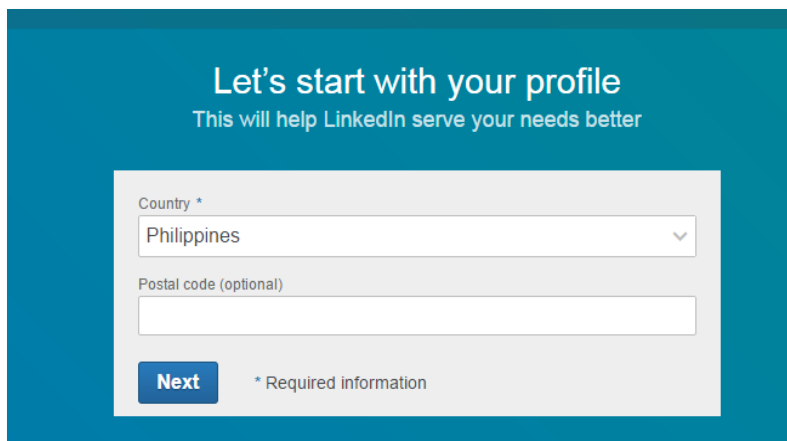
1. Open your Web browser. Type “https://www.linkedin.com/start/join?trk=hb_join” into your browser’s **Address** bar. You should see the  **LinkedIn** sign-up page. Fill in the required personal information and then click the **Join now** button.

⁶ The Social Source. (3 April 2013). *YouTube*. “How to Use LinkedIn—How to Sign Up to LinkedIn.” Last accessed on 17 July 2017, <https://www.youtube.com/watch?v=aWcK-zhCtVc>.



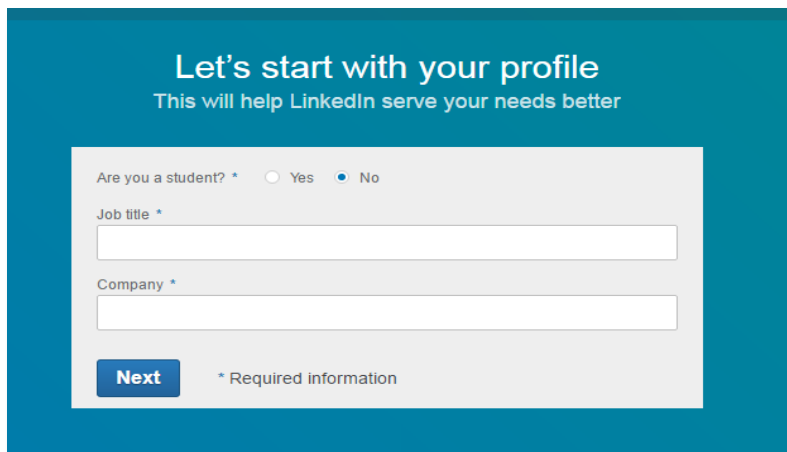
The image shows the LinkedIn sign-up page. At the top, the LinkedIn logo is displayed above the text "Make the most of your professional life". Below this is a form with the following fields: "First name", "Last name", "Email", and "Password (6 or more characters)". Each field has a corresponding input box. Below the password field, there is a line of text: "By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy." Below this text is a blue button labeled "Join now". Underneath the button is a horizontal line with the word "OR" in the center. Below the line is a Facebook logo followed by a blue button labeled "Continue with Facebook". At the bottom of the form, there is a link that says "Already on LinkedIn? Sign in".

2. You should now see the **Let's start with your profile** page. Note that the country where you are signing up from has been pre-identified for you. Click the **Next** button to go to another page.



The image shows the LinkedIn profile setup page. At the top, the text "Let's start with your profile" is displayed, followed by the subtitle "This will help LinkedIn serve your needs better". Below this is a form with the following fields: "Country *" with a dropdown menu showing "Philippines", and "Postal code (optional)" with an input box. Below the form is a blue button labeled "Next". To the right of the button, there is a note: "* Required information".

3. Fill in the required information—your job title and company. Do not forget to tick the **No** radio button for the question "**Are you a student?**" and then click **Next**.



Let's start with your profile
This will help LinkedIn serve your needs better

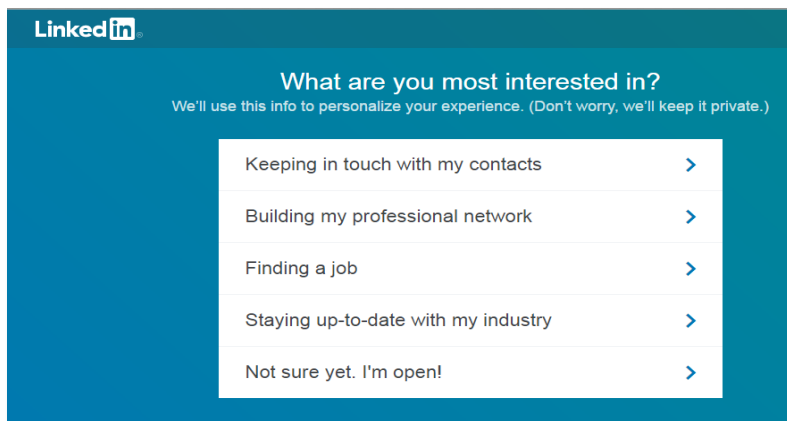
Are you a student? * ☐ Yes ☒ No

Job title *

Company *

Next * Required information

4. You should see the **What are you most interested in?** page. Click the choice that applies to you.

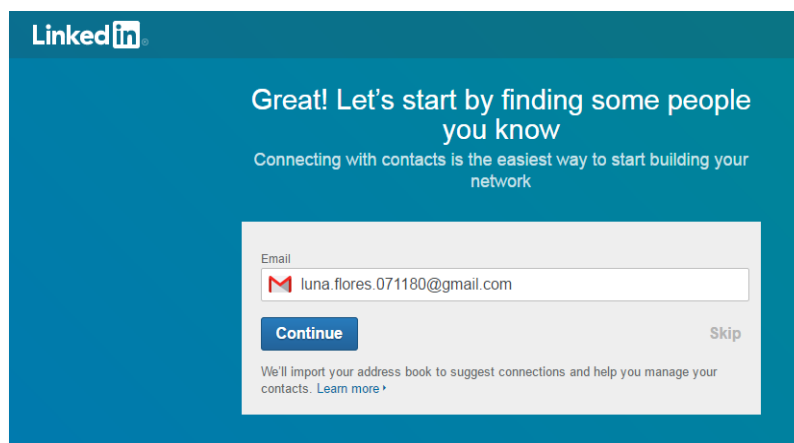


LinkedIn

What are you most interested in?
We'll use this info to personalize your experience. (Don't worry, we'll keep it private.)

- Keeping in touch with my contacts >
- Building my professional network >
- Finding a job >
- Staying up-to-date with my industry >
- Not sure yet. I'm open! >


5. The next page will give you the option to connect with people you know. Note that your e-mail address has been indicated. Click the **Continue** button.



LinkedIn

Great! Let's start by finding some people you know
Connecting with contacts is the easiest way to start building your network

Email

 luna.flores.071180@gmail.com

Continue Skip


We'll import your address book to suggest connections and help you manage your contacts. [Learn more](#)

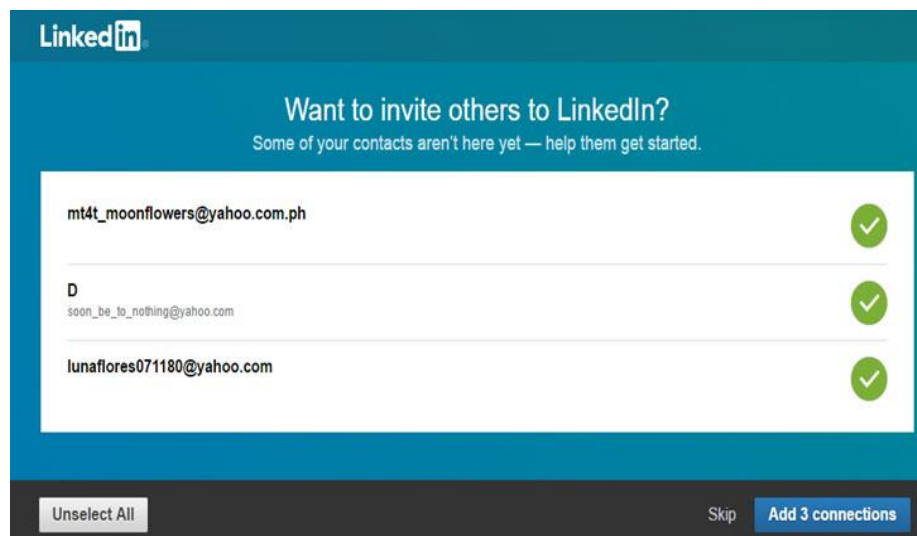
6. You will be asked to give  **LinkedIn** access to your e-mail account. Click the **Allow** button.

By clicking Allow, you allow this app and Google to use your information in accordance with their respective terms of service and privacy policies. You can change this and other [Account Permissions](#) at any time.

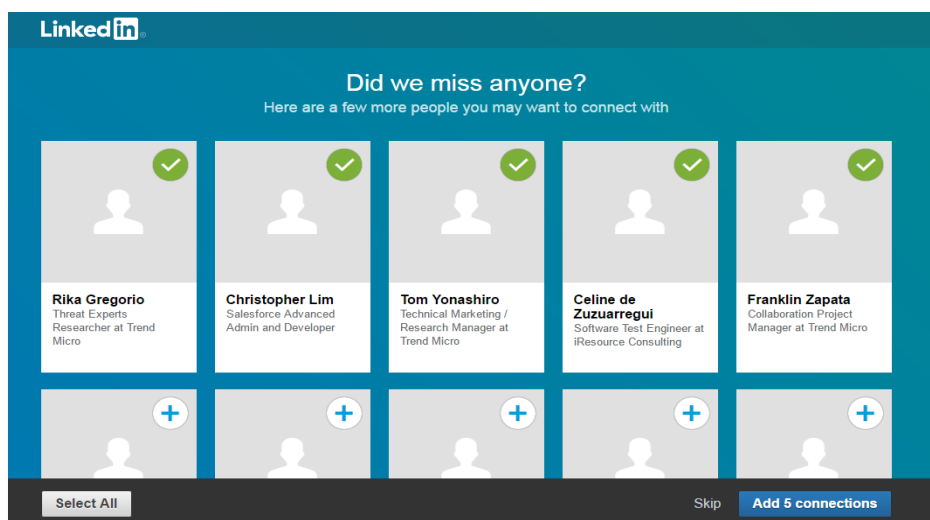
Deny

Allow

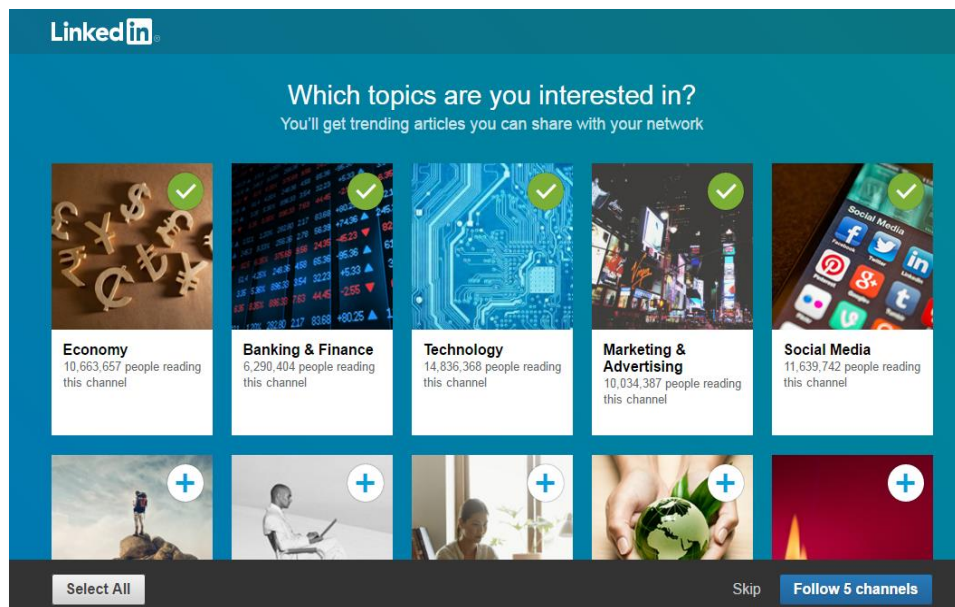
7.  **LinkedIn** will ask you to invite others. Click **Skip** for now. You can add connections later.



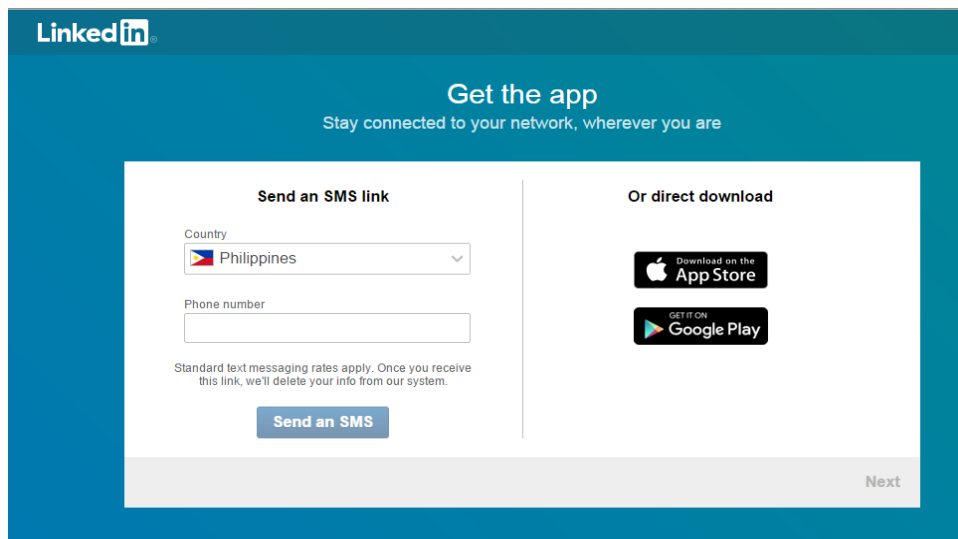
8. The page **Did we miss anyone?** will open. It contains more contact suggestions. Click **Skip** for now.





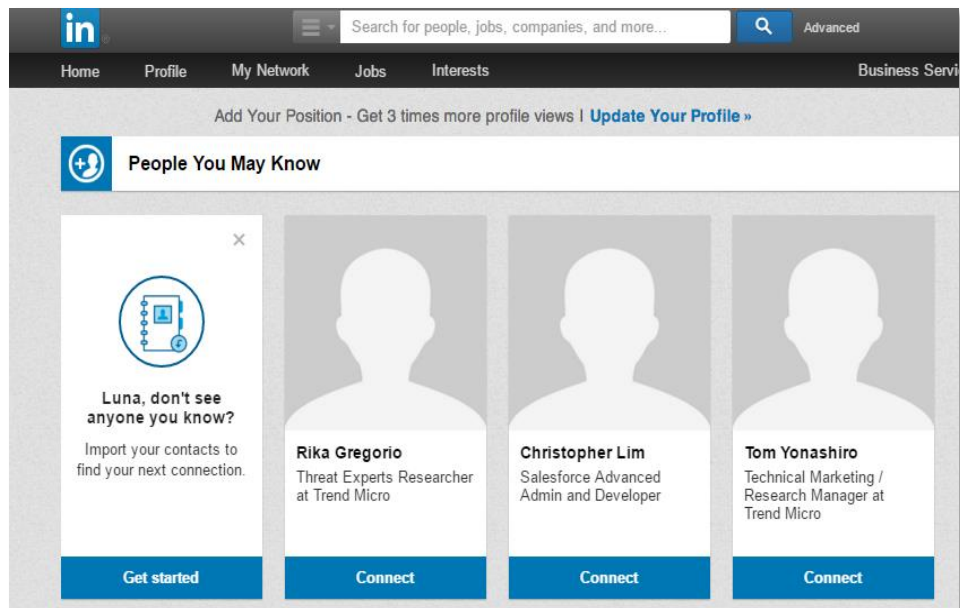
9. You will also be asked **Which topics are you interested in?** Click **Skip** for now. You can follow topics and people later.




10. This time you will be asked to **Get the app**. You don't need to do this anymore because you have installed the app already. Just click **Next**.




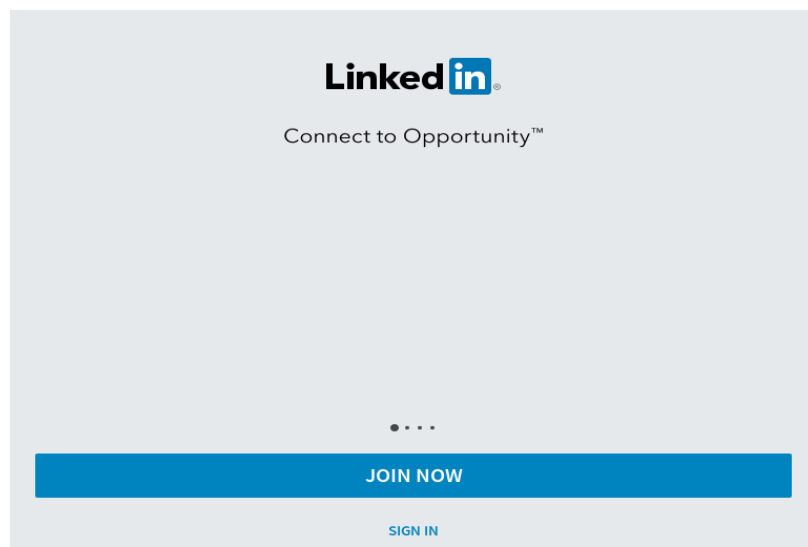
11. You are now on your  **LinkedIn** page. Congratulations! You just completed creating a  LinkedIn account.



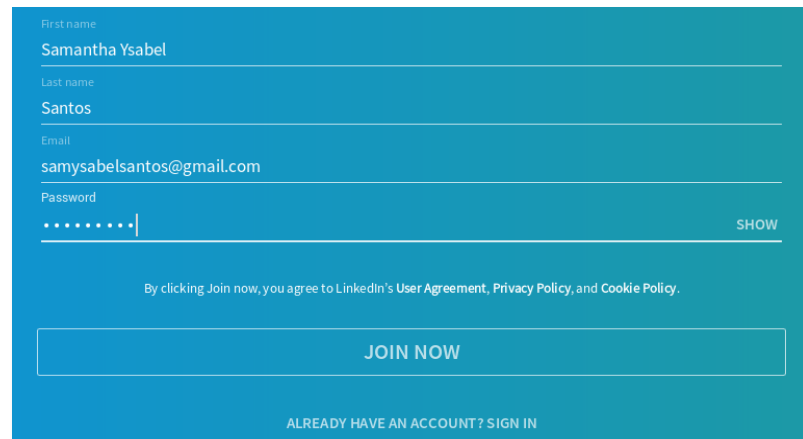
Via the LinkedIn Mobile App

Below are the steps to follow when signing up for  **LinkedIn** through the mobile app installed in your iOS device.

1. Tap  **LinkedIn** on your device to open the app, then select **Join Now** to open the sign-up page.



2. Fill in all the required fields and then tap **Join Now** to see the welcome page.



First name
Samantha Ysabel

Last name
Santos


Email
samysabelsantos@gmail.com

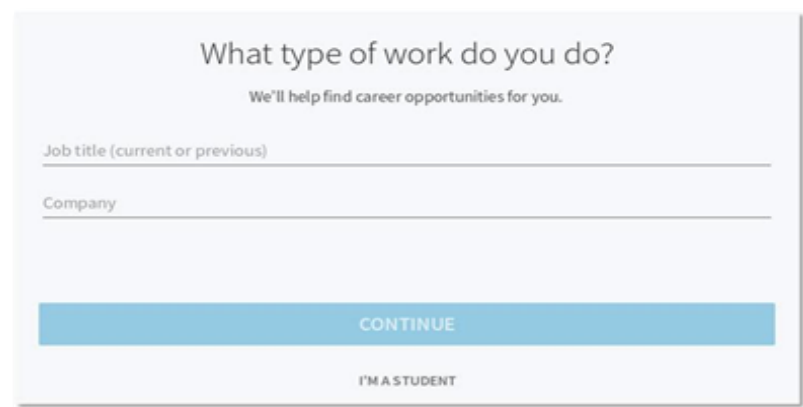
Password
..... | SHOW

By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy.

JOIN NOW

ALREADY HAVE AN ACCOUNT? SIGN IN

3. You will immediately be redirected to a page where you can start building your  **LinkedIn** profile. The first page asks **What type of work do you do?** Fill in the details, then tap **Continue**.



What type of work do you do?
We'll help find career opportunities for you.

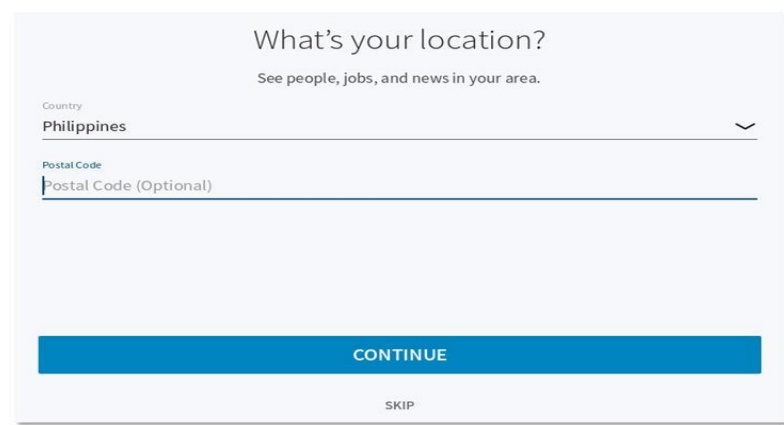
Job title (current or previous)

Company

CONTINUE

I'M A STUDENT

4. Next, you need to supply your location. Note that the **country** is automatically selected for you. You have the option to add the **Postal Code** or leave it blank. Tap **Continue** once done.



What's your location?
See people, jobs, and news in your area.

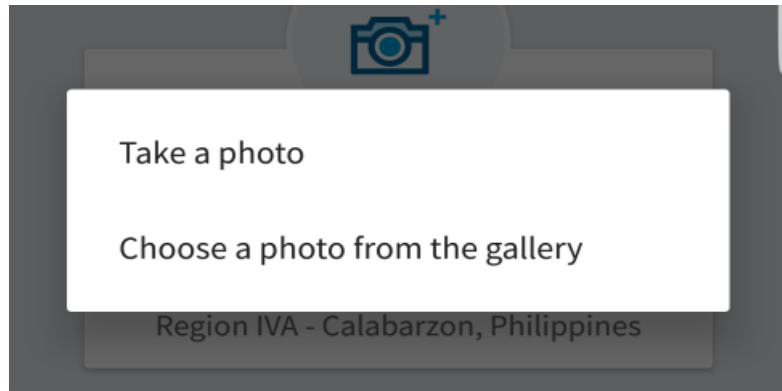
Country
Philippines

Postal Code
Postal Code (Optional)

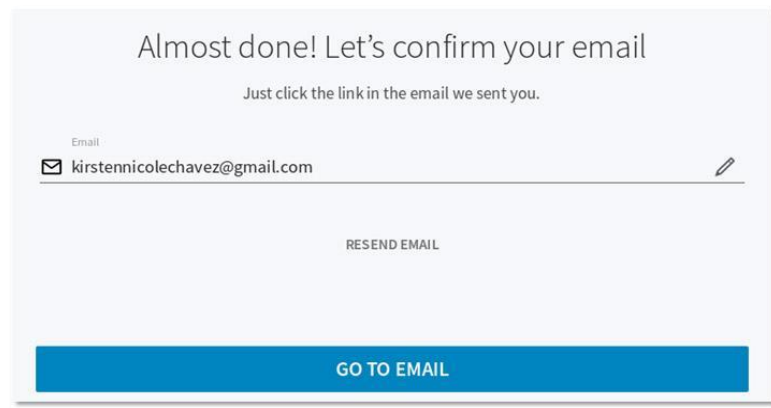
CONTINUE

SKIP

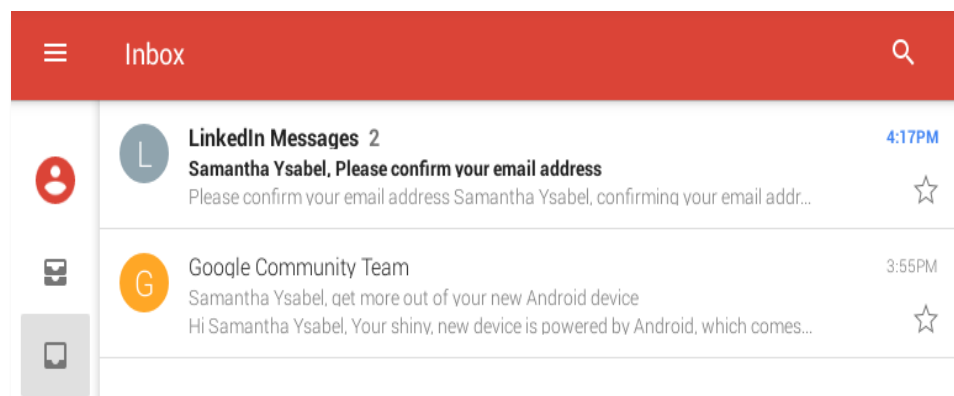
5. Now, you must add a photo. Choose your profile picture wisely. You would want to make a sharp impression based on your LinkedIn profile, and it's your profile picture that people will see first. Tap on **Add Photo** to either **Take a photo** of yourself or **Choose a photo** (of yourself) **from the gallery**. If you feel that you are not ready, then you can also **Skip** this step for now.



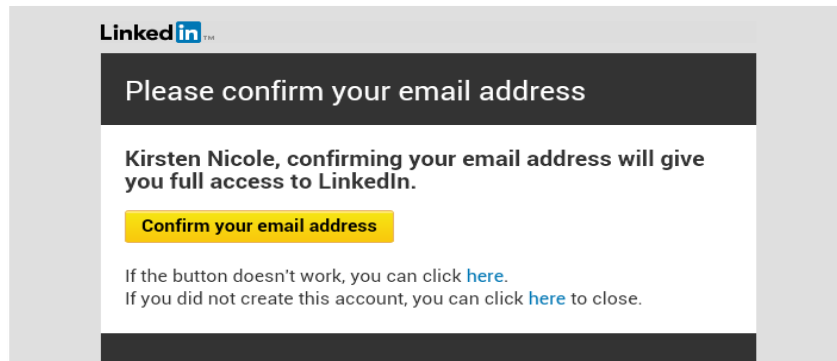
6. Confirm the e-mail address you indicated at the start. Tap **Go to email** to be directed to that email account.





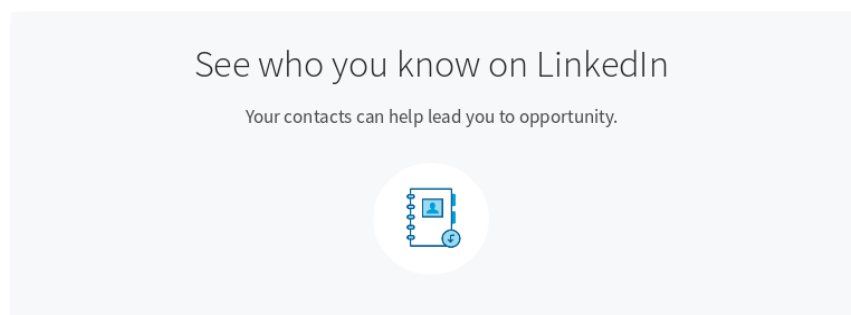
7. Open the e-mail from **LinkedIn Messages** with a subject that says, **"Please confirm your email address."**





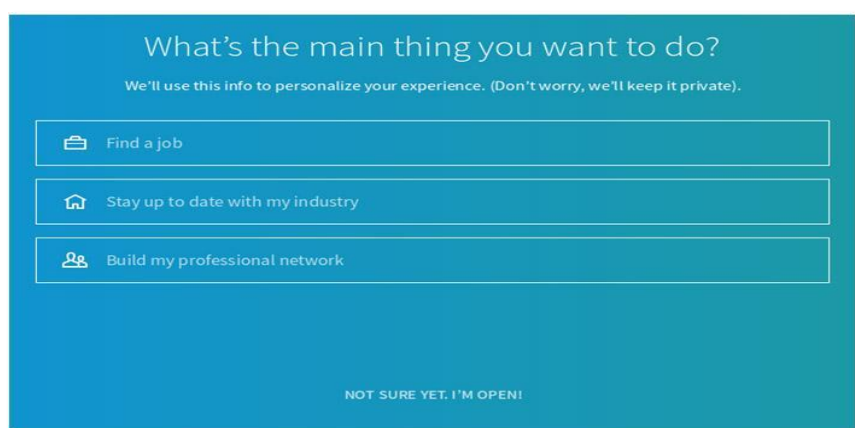
8. Once the email is opened, tap the **Confirm your email address** button included in the text of the e-mail. A message will appear briefly on the screen to say that your email has been confirmed.





9. You will be redirected back to  LinkedIn and asked if you want to **See who you know on LinkedIn**.  LinkedIn will suggest contacts for you. You can **Skip** this step for now.







10. You will be asked, **"What's the main thing that you want to do?"** There are three options: "Find a job," "Stay up to date with my industry," or "Build my professional network." You can choose one option and  LinkedIn will help you find connections based on that option. If you select **"Not sure yet, I'm open!"** then  LinkedIn will still suggest prospective contacts that you can connect with.

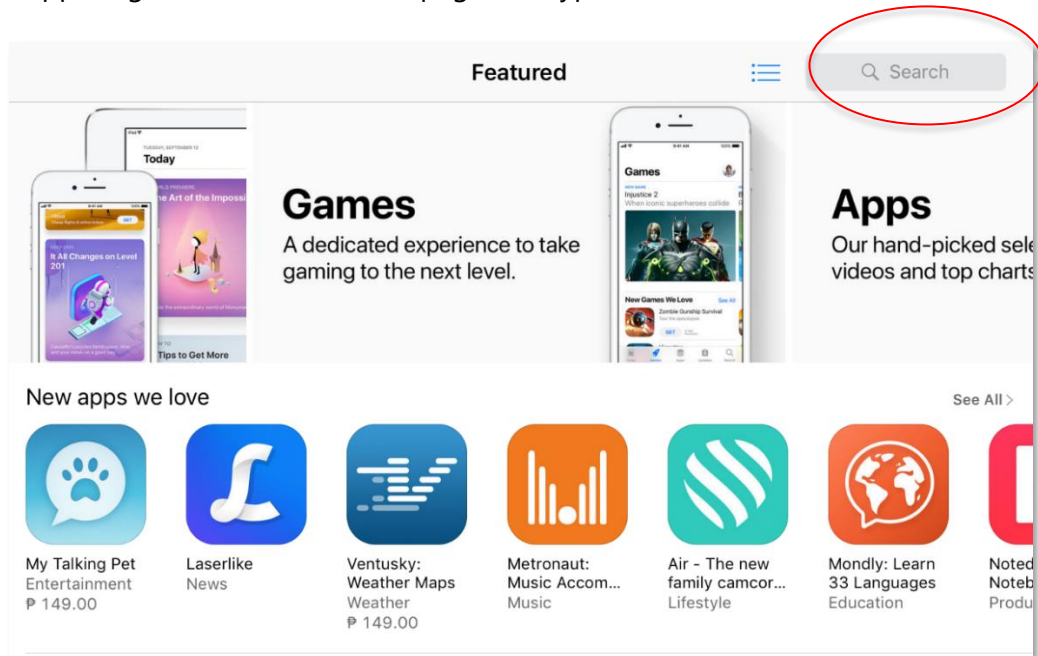




12. Just swipe once on the suggested contacts, then select **I'm Done** found at the bottom of the page.  **LinkedIn** will ask if you are sure about this; just click **OK** to proceed to your main  **LinkedIn** page. Congratulations! You just completed the process of creating a LinkedIn account from the mobile app installed on your iOS device.

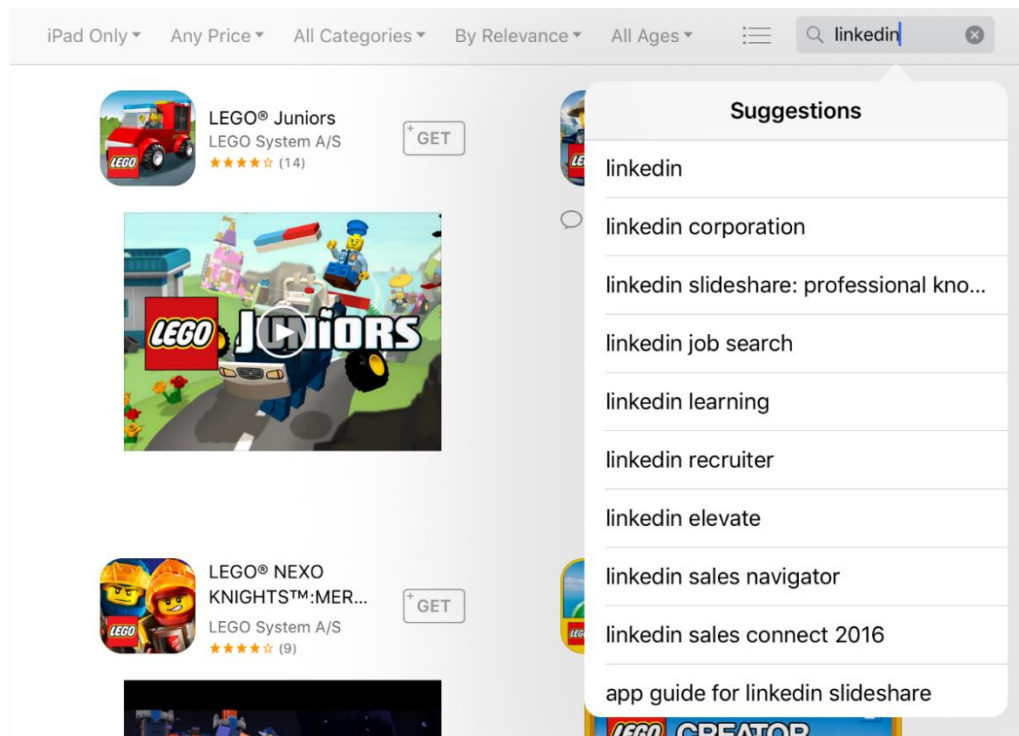
How to Install the LinkedIn App

It should be easy to download  **LinkedIn** app to your iOS device. To do that, follow the steps below. Note that  **LinkedIn** mobile app is currently supported only by iOS and Android devices; it is not yet available for Windows mobile devices.

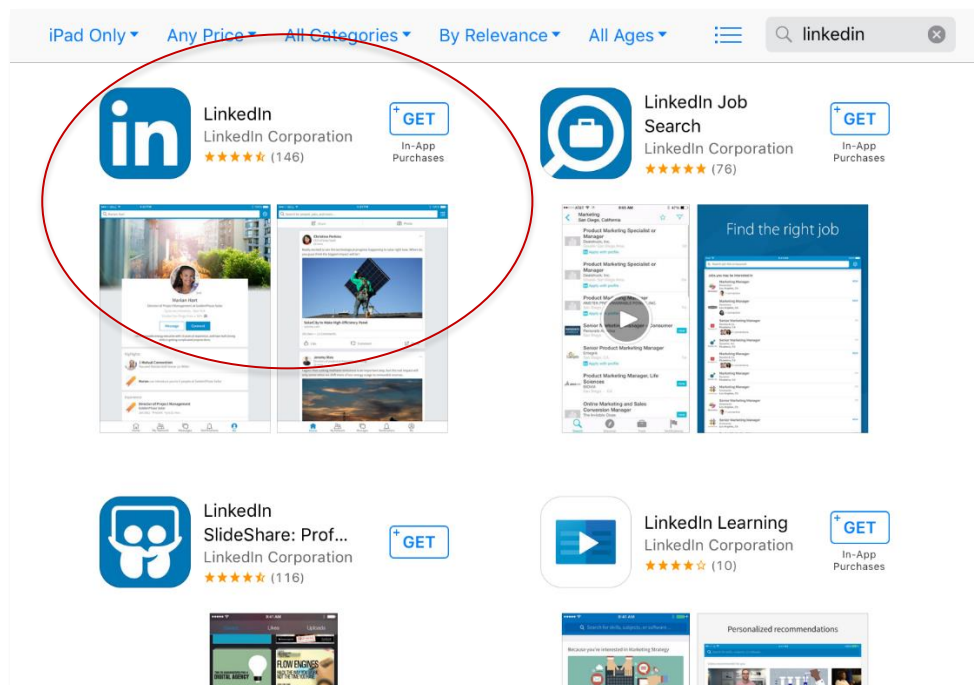
1. Tap  **App Store** to open it. You should see the **Featured** page. Tap  **Search** on the upper righthand corner of the page and type "linkedin."



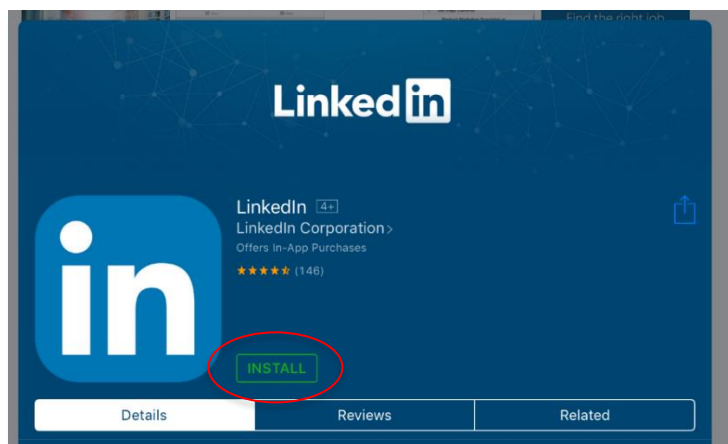
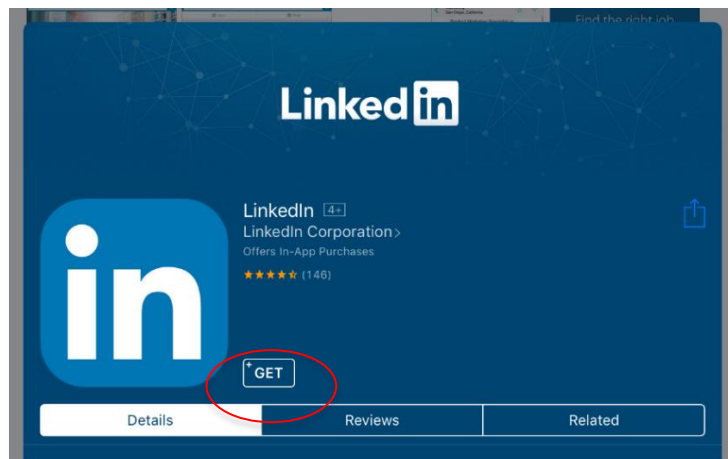
2. Note that suggestions will appear as you type. You can press **Enter** on the keyboard of your mobile device or tap  **LinkedIn** from the list of suggestions. Either way will open a page with  **LinkedIn-related** apps for download.




- From among the list of **in LinkedIn-related** apps for download, select the app that says "LinkedIn" only. This will open a window to download the app.



- Tap on **in LinkedIn** to open the download page. Tap the **+ GET** button. Note that this will change into the **INSTALL** button. You may also be asked to sign in to **iTunes Store**.








5. The download process begins shortly after you tap **INSTALL**. Wait for it to finish. You will know this when you see the + **OPEN** button on the page. Tap the + **OPEN** button to launch  **LinkedIn**, and then fill in the required information before you tap **Join now**.


This screenshot shows the 'Join now' form on the LinkedIn app. It has a teal background. The form consists of four white input fields stacked vertically, labeled 'First Name', 'Last Name', 'Email', and 'Password'. Below these fields is a line of text: 'By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy and Cookie Policy'. Underneath this text is a large teal button with the text 'Join now'. At the very bottom, there is a link that says 'Already have an account? Sign in'.


6. You are now on the **Welcome** page of your LinkedIn account. Congratulations! You can now promote your other social media accounts, including a blog if you have one, and grow your professional network via  **LinkedIn** on your iOS device.

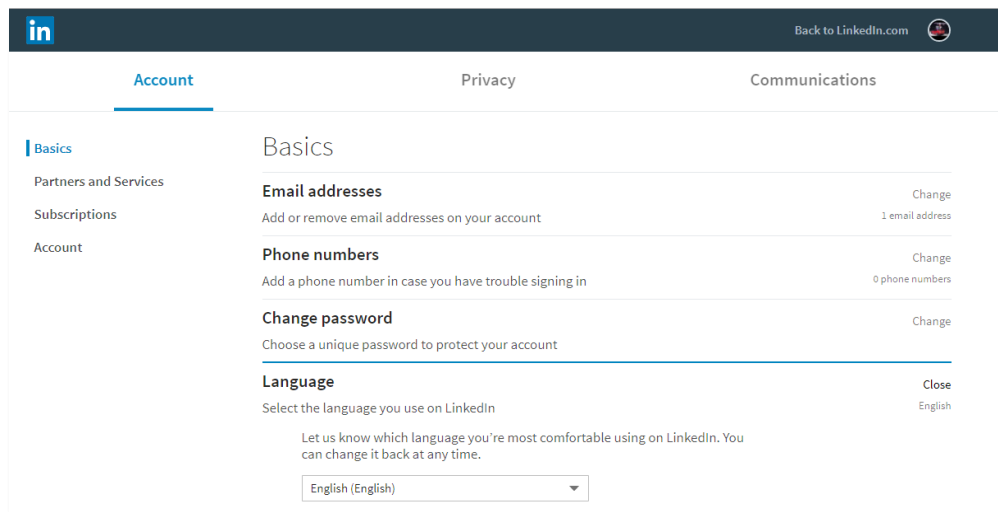


How to Set Up a Default Language

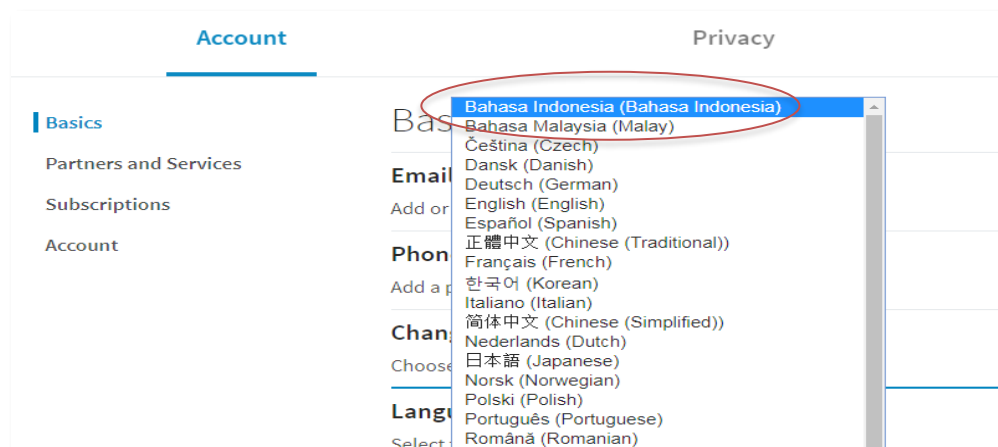
The default language of  **LinkedIn** is English, which is considered as the international language of business. This is beneficial because you may be able to reach a wide array of  **LinkedIn** "Contacts" across the globe. However, there are instances when you may also want to limit your  **LinkedIn** "Contacts" to your area, or you only want to reach those  **LinkedIn** "Contacts" who read and understand your native language. LinkedIn has an option for you to change the default language settings of your  **LinkedIn** "Profile."

Note that changing the default language settings of your  **LinkedIn** "Profile," may only be done via a personal computer (PC). To do this, follow these procedures.

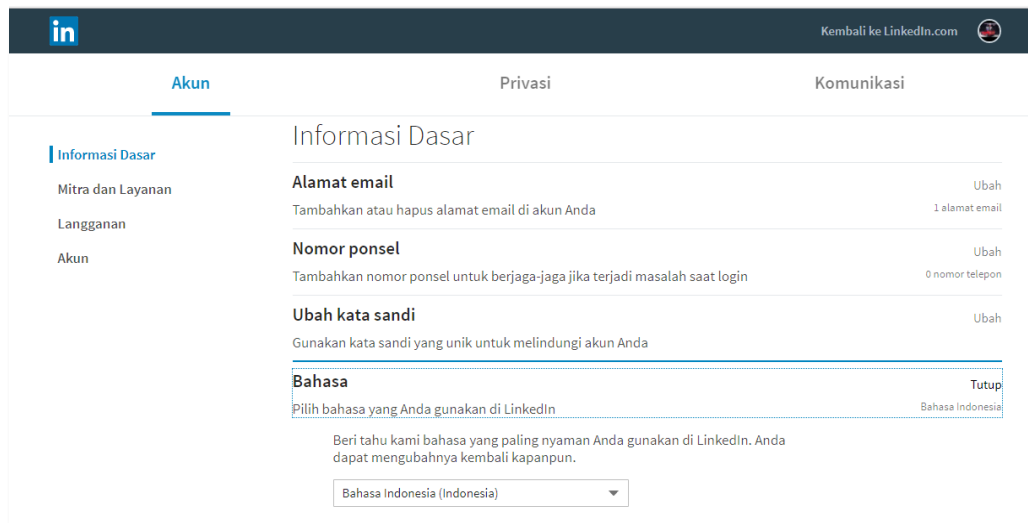
1. Login to your  **LinkedIn** account through a PC. Move the pointer over your picture located at the upper right corner of the screen. A "Drop down" menu will appear. On the "Drop down" menu, look for the word "Language" and click it. A pop-up window will appear.





2. In the pop-up window, choose the language you want as your default language. In this scenario you will choose "Bahasa Indonesia." Click the language "Bahasa Indonesia" in the pop-up window. You will be redirected to the "Login" window again.









3. The page will be refreshed and after that the new default language will take effect. This is now your default language in your **in LinkedIn** "Profile." You will also notice that changes in the default language will not affect the **in LinkedIn** "Profile" in your mobile device. The default language in your mobile device will remain in English, meaning you cannot yet change the default language in your mobile device.

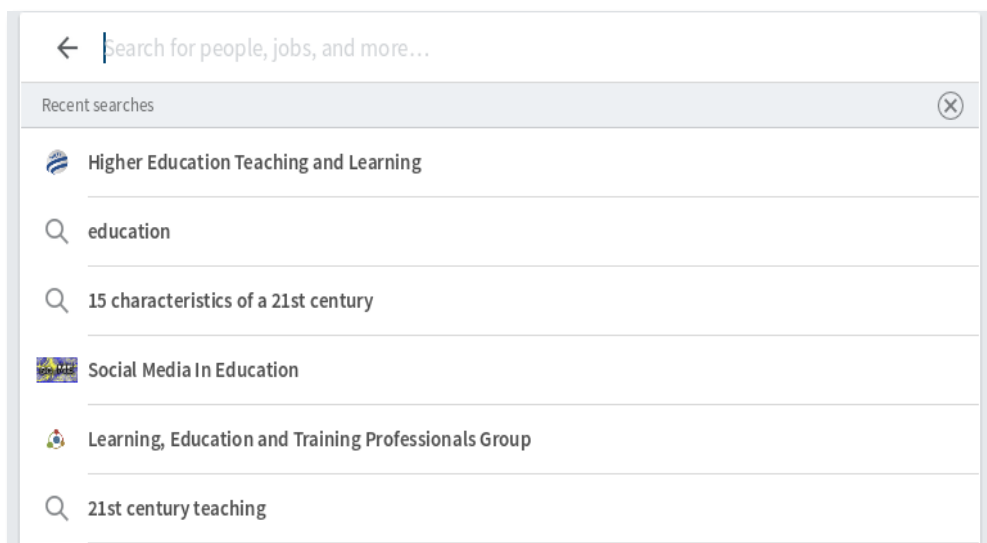


4. Congratulations! You have finished setting up your  **LinkedIn** Account and the default language using a personal computer (PC). You can now access  **LinkedIn** using your iOS mobile device.

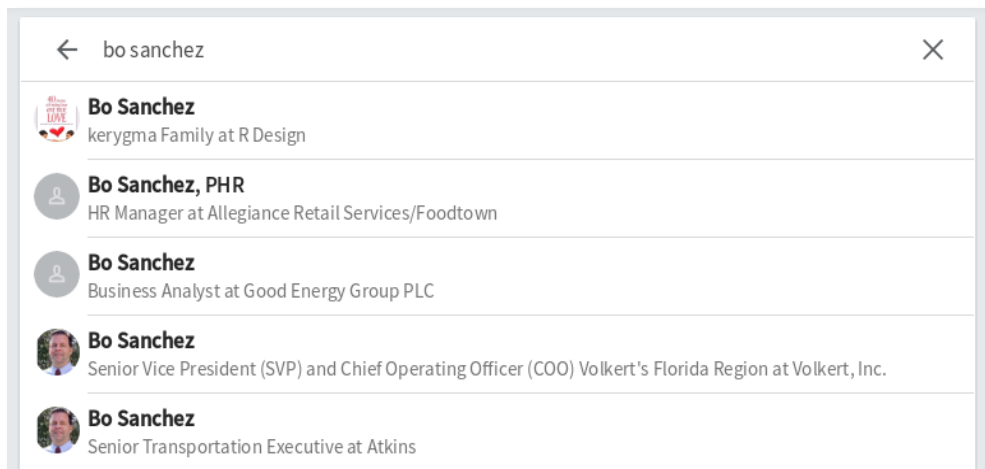
How to Use LinkedIn Search

All  **LinkedIn** posts are stored on a centralized server. That means that all the registered users' profiles are available and can be searched on  **LinkedIn**. You can, for instance, search for friends, family, colleagues, or maybe even new acquaintances on  **LinkedIn**. To do that, follow these instructions.

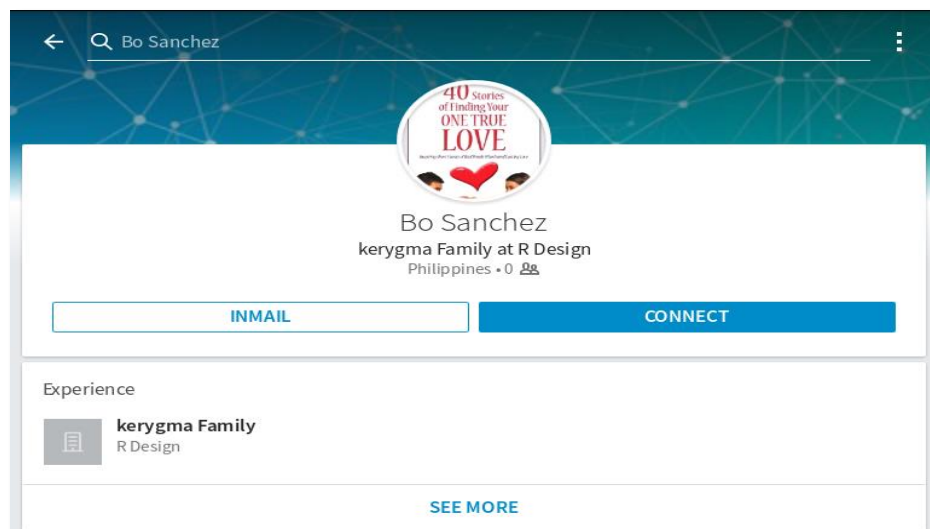
1. Open the  **LinkedIn** app installed on your iOS mobile device. Tap  **Search for people, jobs, and more....** This will open a page, which allows you to look for anything stored on  **LinkedIn's** database.



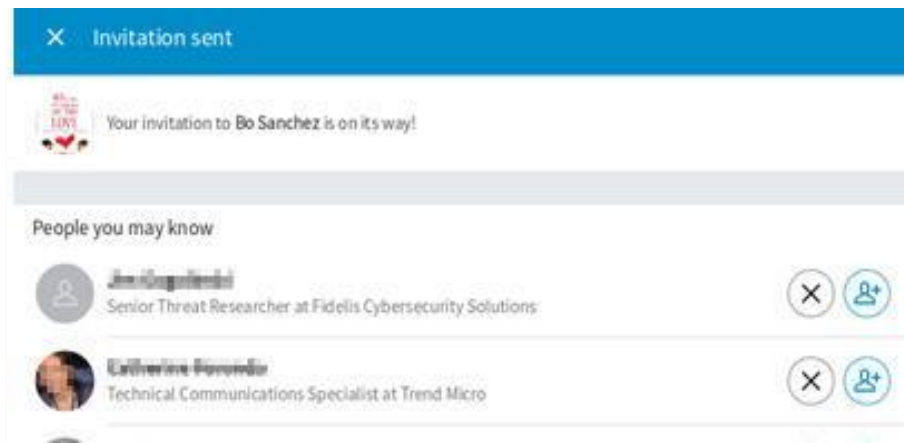
2. Type the name of a contact you would like to connect with into the **← Search for people, jobs, and more...** field. Note that suggestions will appear as you type.



3. Tap the name of the person that you would like to add as a contact. This will open his or her profile.








4. Tap the **CONNECT** button. You will be notified that your invitation has been sent. Now, all you must do is wait for the person to accept it.



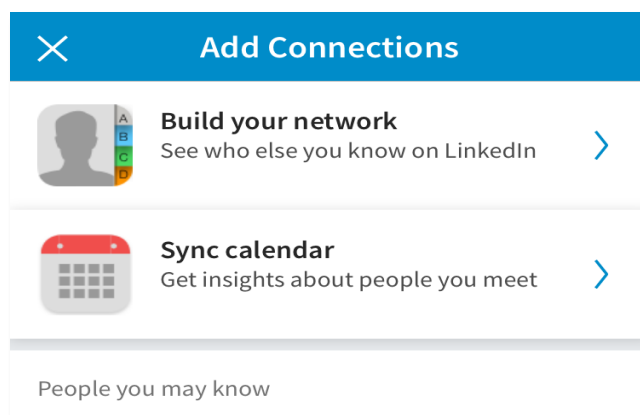
5. Congratulations! You now know how to use  LinkedIn's **Search** feature.


How to Add and View a LinkedIn Connection

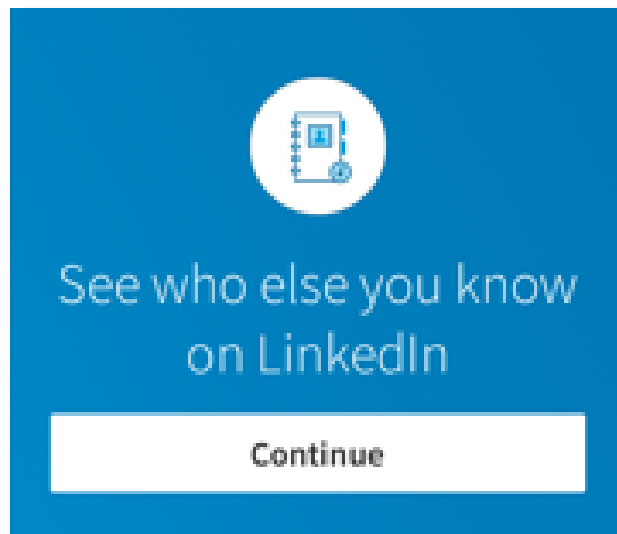
Connections on LinkedIn can be likened to friends on Facebook. They are the people you know on  LinkedIn. You can add connections on  LinkedIn in two ways—by adding the contacts saved on your mobile device or by adding your e-mail contacts. You may want to connect with friends, family, and colleagues who already have  LinkedIn accounts. Their names will appear as your suggested connections based on the mobile and e-mail contacts saved on your device or PC.

You can use  LinkedIn to connect with professionals worldwide whom you may not know yet in order to widen your professional network. You can connect with teachers of the same subject, so you can collaborate or interact with them. To add a connection on  LinkedIn, follow the instructions.

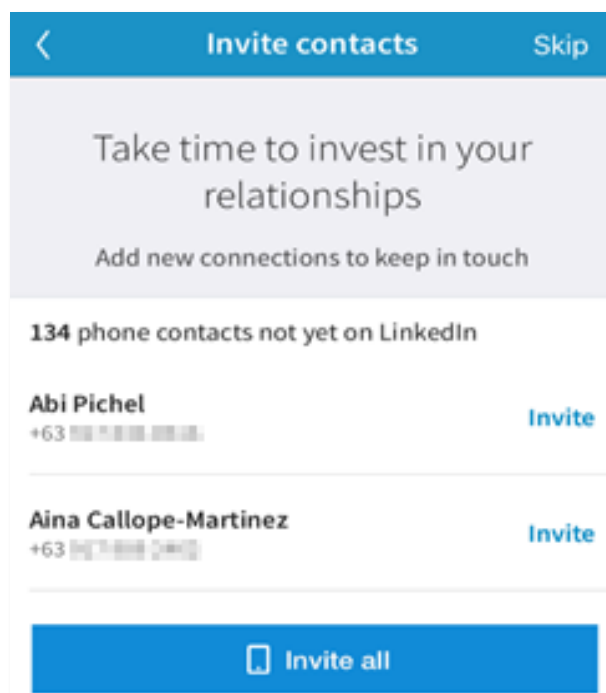
1. Open  LinkedIn by tapping it. Tap  **My Network**. Then tap . This will open the **Add Connections** page.



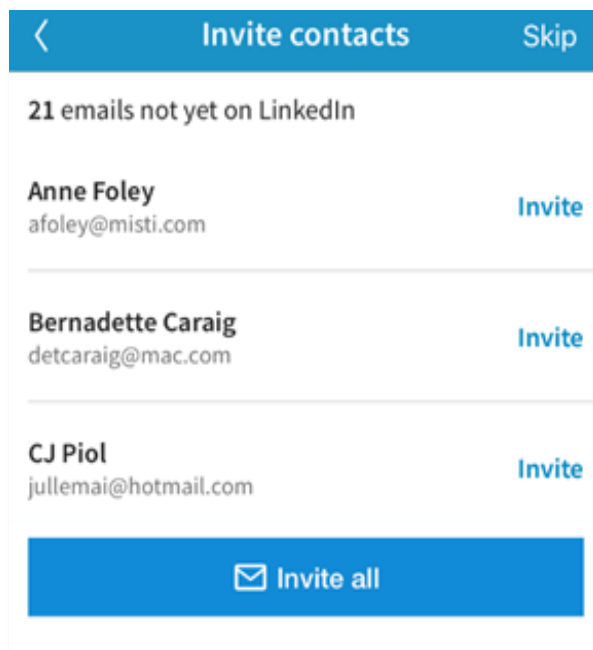
2. Tap  **Build your network**. This should open the **See who else you know on LinkedIn** page. Tap the **Continue** button.



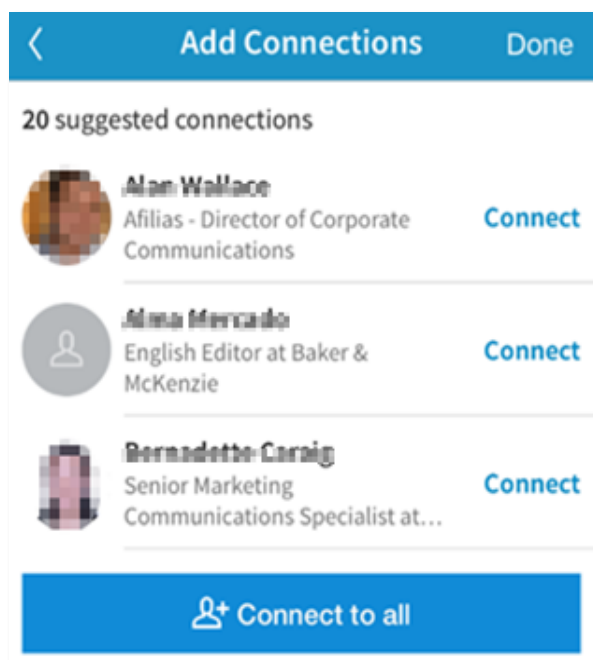
3. Your device will automatically sync your mobile contacts to LinkedIn. This will open the **Invite contacts** (mobile) page.




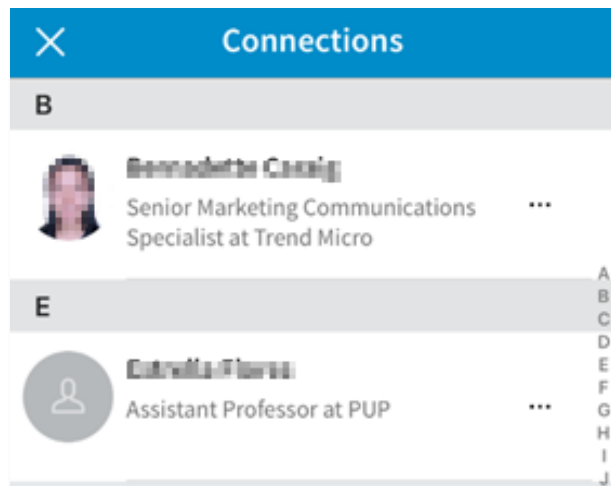
4. Tap **Invite** beside the name of a person you would like to add as contact. **Invite** will change into **Invited**. Tap **Next**. This will open the **Invite contacts** (e-mail) page. Do the same thing you did.



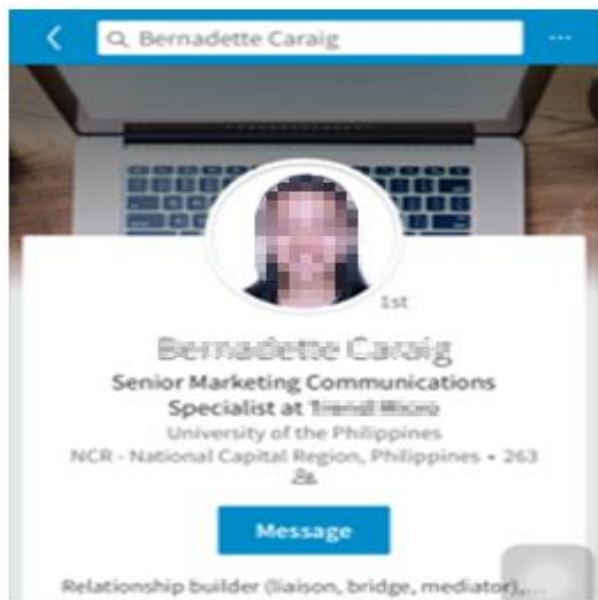
5. Tap **Next**. This should open the **Add Connections** page.



6. Tap **Connect** beside the name of a person you would like to add as contact. **Connect** should change into **Invited**. Now, all you have to do is wait for your contacts to connect with you and you are done. Tap  **My Network**. Then tap **Connections**. This will open the **Connections** page where you will see all of your first-degree connections.






7. Tap a contact's name. This will open your chosen contact person's profile.



8. Congratulations! You now know how to add and view existing connections.

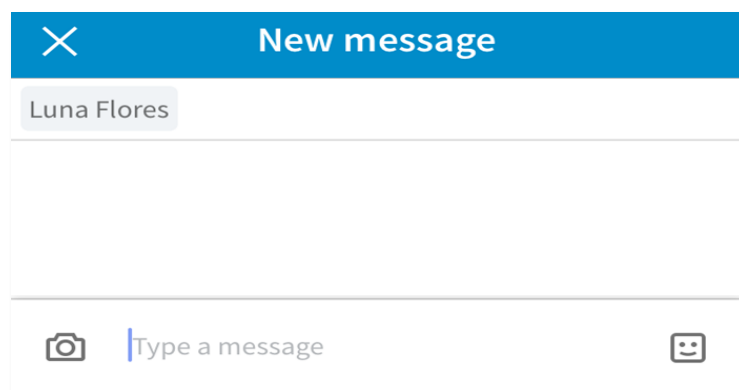
How to Send and Reply to a Message on LinkedIn


You can send direct messages to your chosen  **LinkedIn** contacts. Unlike a post, a message is not visible to all your connections. Only the intended recipient can view it. In short, a post is public while a message is private in nature. To send and reply to a message, follow the instructions.

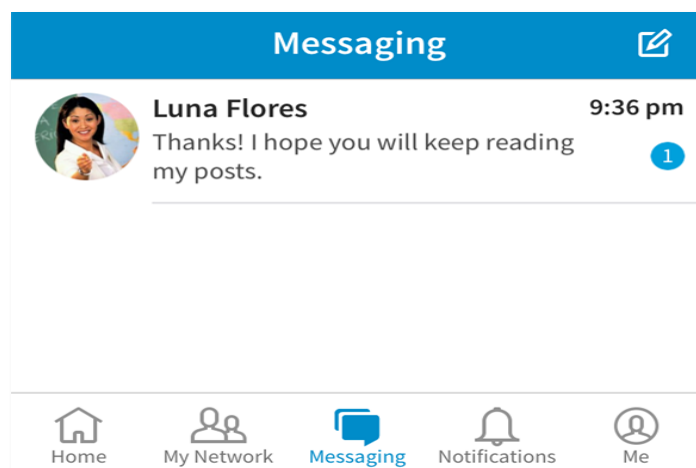
1. Open  **LinkedIn** by tapping it. Tap  and then tap **Connections**. Tap the name of the contact that you would like to send a message to. This will open your contact's profile.



2. Tap the **MESSAGE** button. This will open the **New message** window.



3. Type your message into the **Type a message** field and then tap **Send**. This will take you back to your friend's profile page. When your contact replies, you should see a red dot on top of  **Messaging**. Tap it. This will open the **Messaging** window.




4. Tap the unread message marked with a blue circle with a number in it. This will open a chat window.





5. Type your reply into the **Type a message** field. Then tap **Send**. You should see your reply in the same chat window.

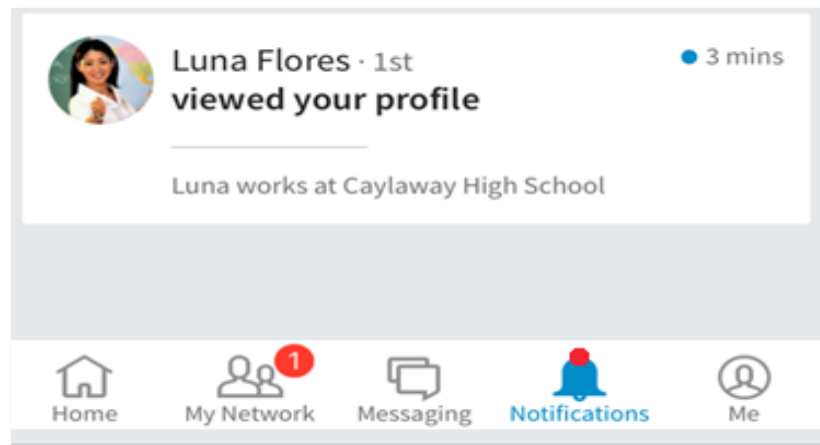



6. Congratulations! You now know how to send and reply to a message on  **LinkedIn**.

How to View a LinkedIn Notification

A notification is an alert that tells you about an unread message or update.  **LinkedIn** notifies you when people view your profile, comment on or like one of your posts, or send you an invitation to connect, among others. To view notifications, follow the instructions.

1. Open **in LinkedIn** by tapping it. You have unread notifications when you see a red dot on top of . Tap it. This will open the **Notifications** page.



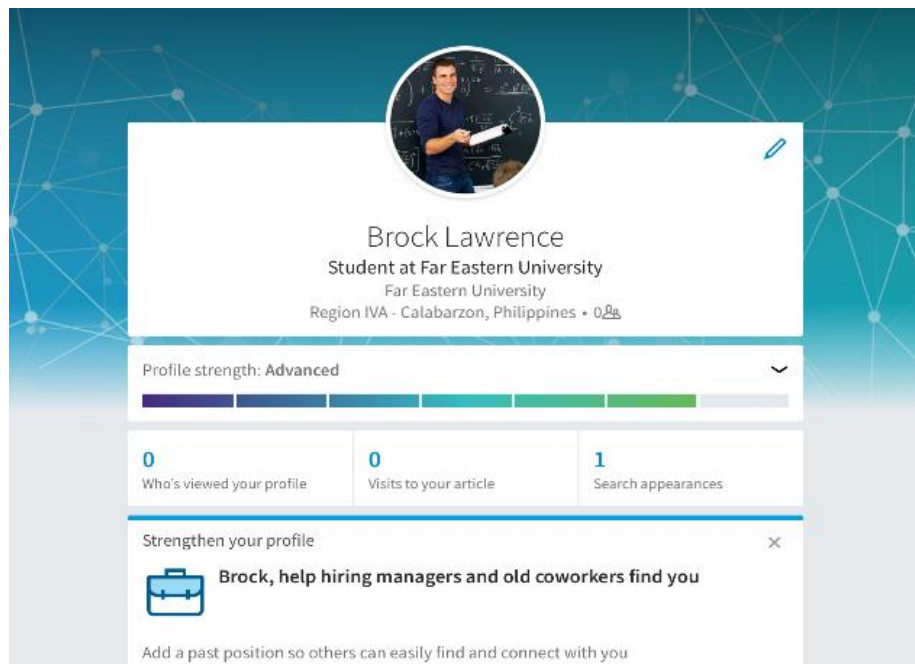
2. Once read, the red dot disappears on top of . Congratulations! You now know how to read a notification on an iOS device.

How to Check Who Viewed Your Profile

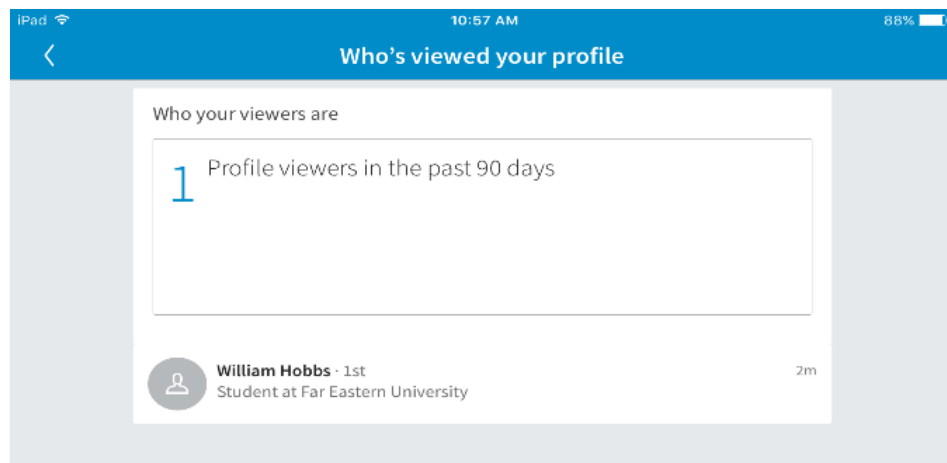
in LinkedIn has a feature called "View your profile." This feature will enable you to see who has viewed or accessed your **in LinkedIn** account. This is one of the security features of **in LinkedIn** to let you know who has been looking for you. There are reasons why you want to know who viewed your profile, and you may also want to know who had read your posts. Maybe someone read your name in a discussion or a comment posting, and the person was interested in seeing more of your post, so the person searched for your profile.

The "View your profile" feature of **in LinkedIn** is not a default setting in your mobile device. To activate the feature, follow these instructions.

1. Open your **in LinkedIn** app from your mobile phone. On your "Home Page," tap the LinkedIn icon **in** located on the upper left corner of the screen. This will open your profile page.



2. On the new screen look for the option "Who Viewed Your Profile." Tap this option and you will be redirected to the prior screen, only this time you will see the words "Who's Viewed Your Profile" as an additional menu. Tap this link to see the list of **in LinkedIn** members who have viewed your profile.




Congratulations! You have successfully modified the settings of your **in LinkedIn** account to see who views your profile.

What LinkedIn Terms Should You Know?

in LinkedIn is primarily a professional networking website. Although some people use it to look for and recruit applicants for jobs, it mainly helps you get in touch with past colleagues and potential clients to expand your professional network. Features such as groups can help


you establish trust with those in your network and improve your reputation while staying updated with industry news and trends.


According to "Using LinkedIn Effectively,"⁷ every  **LinkedIn** user should know the following terms:

- **Connections.** Other registered users whom you personally know on  **LinkedIn**. Although you can invite anyone to connect, they will need an account to do so.
- **Second-degree connections.** Connections that your connections have. If, for instance, you are friends with Bill who is directly connected with his boss. Then his boss is a second-degree connection of yours.
- **Third-degree connections.** Any connections from your second-degree connections are third-degree connections. As such, in the example above, Bill's boss's connections are your third-degree connections.
- **Profile page.** Your personal page on LinkedIn. All registered users can view it. It lists your education, past work history, current and past projects, groups and associations, and more. Users can also forward your profile page to their contacts.

What is Proper LinkedIn Etiquette?

Professional networking websites are among the most popular means to nurture professional relationships today. Demonstrating proper etiquette shows that you are a mature, responsible adult who can aptly represent your school or organization.

Unlike other social media such as Facebook and Twitter that can serve both personal and professional purposes,  **LinkedIn** is strictly for professionals. As such, its members expect professional behavior from you always.

As you build your network, it is important to know what is appropriate and what is considered unbecoming or improper behavior. LinkedIn has become an extremely powerful professional networking tool and being professional is the essence of  **LinkedIn** etiquette.







Kelly Ellen, in "10 Essentials of LinkedIn Etiquette,"⁸ had these to say:


- a. **Do not send a mass request for recommendations and endorsements.** If you are looking for people to recommend you in a public forum, make sure you are tapping people who are familiar with your work. It helps if they like you, too. Reach out to them individually and make the request. Rather than saying, "Can you endorse my

⁷ Mind Tools Ltd. (1996–2017). *Mind Tools*. "Using LinkedIn Effectively: Growing Your Professional Network." Last accessed on 17 July 2017, <https://www.mindtools.com/pages/article/linkedin.htm>.

⁸ Kevin Allen. (26 June 2013). *Ragan's PR Daily*. "10 Essentials of LinkedIn Etiquette." Last accessed on 19 July 2017, http://www.prdaily.com/Main/Articles/10_essentials_of_LinkedIn_etiquette_14711.aspx.

social media skills?" leave it up to them. "Can you take a look at my skills when you have a chance and endorse any you think are appropriate?" is a stronger choice. Do not give people a deadline for recommending you.

- b. **No personal updates, cat pictures, or thoughts and prayers.**  LinkedIn is a professional networking tool. You would not walk into an important meeting and announce the hilarious thing your kid said over the weekend. Leave the personal stuff for Facebook. If you feel that it blurs the line between personal and professional, err on the side of caution and do not post it. It sounds ridiculous, but people can really lose respect for you if you post things that are generally reserved for more informal social media.  LinkedIn is not the forum for sending your thoughts and prayers. Those expressions, however benevolent, should stay on Facebook or Twitter.
- c. **Funny is okay, tasteless is not.** It would not be strange to share an industry-specific funny post that is work related. But if it is tasteless, controversial, mean-spirited, or negative in tone, suppress it. It is not worth the risk of offending someone.
- d. **Personalize connection requests and other points of contact.** If something automatically filled pops up, personalize the copy. If talking to a former co-worker, personalize your hello. If talking to someone you met once, it would be a good move to remind them how you met and bring up an interesting topic you talked about.
- e. **It might be time to update that photo.** Are you using the same photo you had when you joined  LinkedIn four years ago? Upload a new one. While we are talking photos, that picture of you playing guitar and singing to your parakeet is super adorable but unless your profession involves entertainment at children's birthday parties, opt for something more professional.
- f. **Be accurate with your work information.** You absolutely want to present your best self in your  LinkedIn profile but not at accuracy's expense. We have all turned our own version of "janitor" into "custodial engineer" here and there but that is semantics. Avoid a potentially embarrassing situation by nixing any blatant inaccuracies.
- g. **Avoid oversharing.** If you annoy people who follow you, they may never want to do business with you. Keep it simple. Remember, you are a professional who has things to do. You may not have time to make 20 posts a day.
- h. **Do not bash your company or co-workers.** There are  LinkedIn users in groups who will outline a problem they are having under the guise of seeking advice. They are not naming names—they are bashing. It is not a smart thing to do for many reasons—for one, it looks desperate. Be as transparent as possible while keeping your posts and interactions as positive as possible.
- i. **Do you have to personally know every person you connect with?**  LinkedIn certainly seems to want you to know them. In plenty of instances though, you may







introduce yourself to people through  **LinkedIn** because you admire their work or want to use them as sources. Avoid phantom connecting, that is, sending a connection request seemingly out of nowhere.

Read more on LinkedIn etiquette in the following articles:




- ["8 LinkedIn Etiquette Mistakes"](#) by Debra Donston-Miller
- ["LinkedIn Etiquette: Five Dos and Don'ts"](#) by C.G. Lynch
- ["Top 10 LinkedIn Etiquette Tips to Connect Like a Pro"](#) by Greg Linnemanstons


Chapter 3


LinkedIn for Intermediate Users



Intermediate users are those who are already familiar with  LinkedIn's basic features and are ready to explore more of its features to maximize the gains that it can offer. In this chapter, you will learn how to enhance your  LinkedIn profile, join a  LinkedIn group, and engage in brainstorming sessions. You will also learn the importance of adhering to proper  LinkedIn etiquette, and how to promote/practice acceptable values online. The last section will help you understand why information privacy is an important  LinkedIn issue vis-à-vis the need to expand your professional network. In connection to this, you will be provided with instructions on how to close your  LinkedIn account should you ever feel the need to do it.

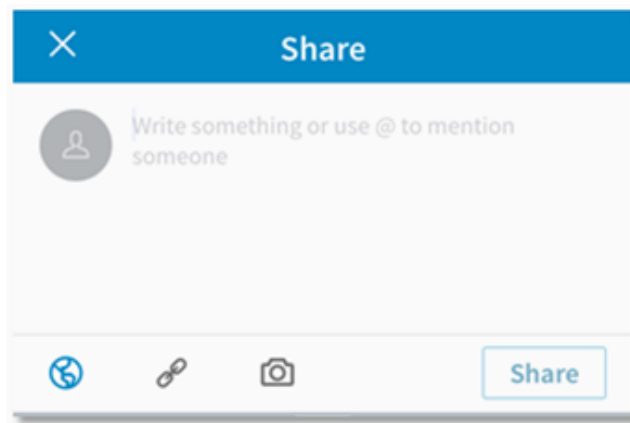
How to Share a Post on LinkedIn


A  LinkedIn post or update is just like a post or status update on Facebook. It may be a comment, a photo, or a link that you would like to share on your  LinkedIn page. Posting an update is like broadcasting what you are doing and/or thinking of at a particularly point in time. It may be made up of a few words or several paragraphs, a photo or a video, or a link to an article that impacted you. It can be a comment on a statement, an idea, a photo, or an event that you saw on  LinkedIn.

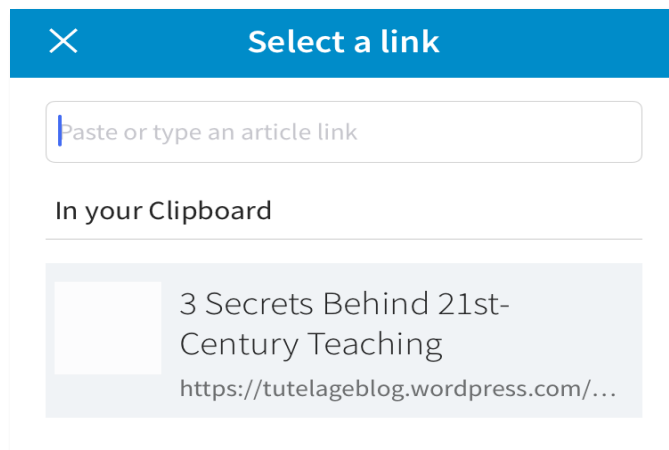
It can also be a reaction to something you just read or saw on TV or the Internet, a description of a recent activity you were involved in, a personal reaction to a newsworthy incident, or an opinion on a certain topic. In short, anything you share on your  LinkedIn page is a post or an update.

The following instructions show you how to create and share a post on  LinkedIn.

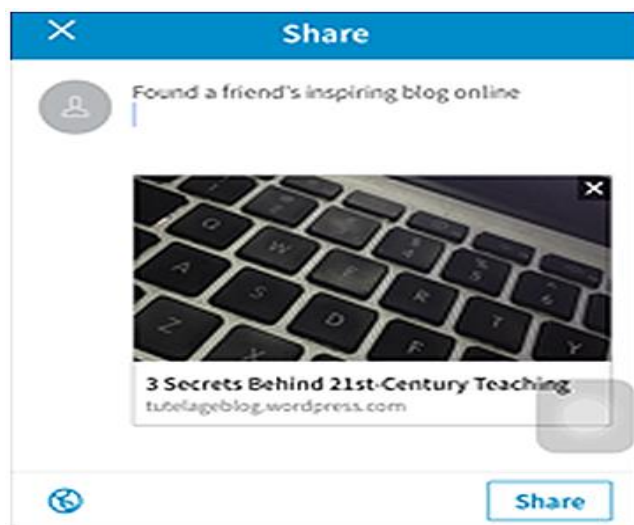
1. Open  LinkedIn on your mobile device. Tap  **Share**. This will open the **Share** page.




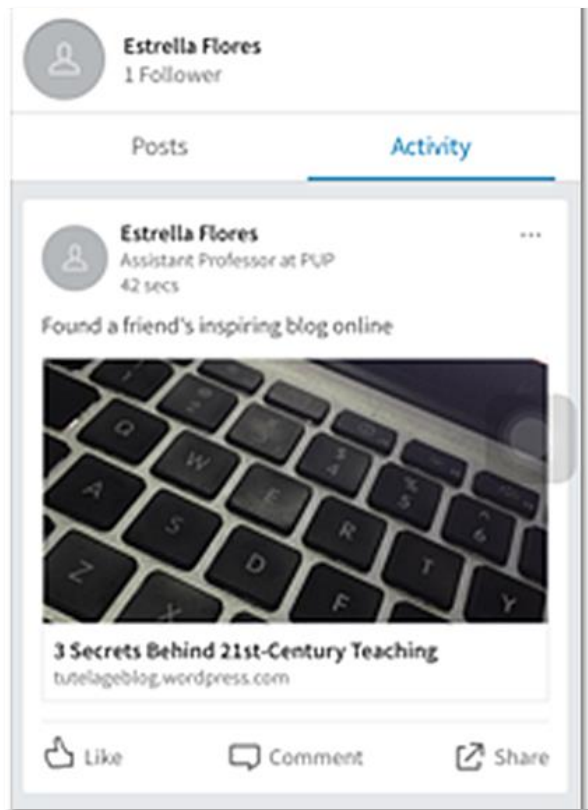
2. Type a message into the **Write something or use @ to mention someone** field and then tap . This will open the **Select a link** page.




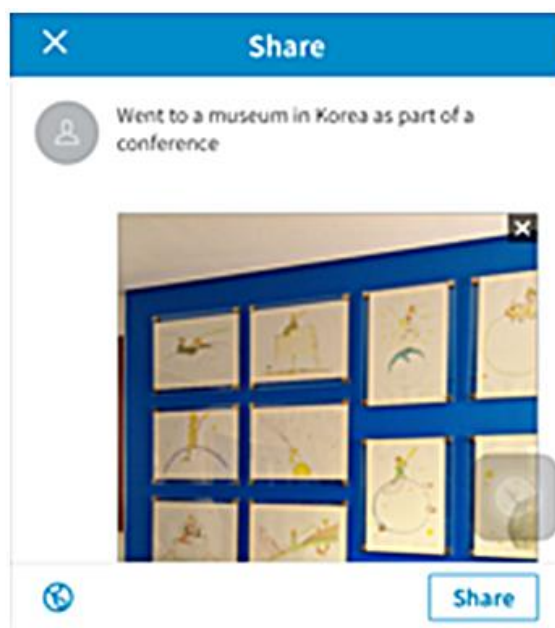
3. Type or paste the link to a web page that you want to include in your post into the **Paste article link or search URL** field. You can also tap a suggested page if it is open in your browser window. This will add the link to your post.




4. Tap the **Share** button. The post should appear on  **LinkedIn**. When tapped, it should open the page where the article is found.




5. You can also share a photo. Just tap  **Photo**. This will open the **Pick a photo** page. Tap the photo that you want to include in your post. Then tap **Choose**. This will add the photo to your post. Type a short description of the photo or video into the **Write something or use @ to mention someone** field.







6. Tap the **Share** button. The post should appear on  **LinkedIn**.

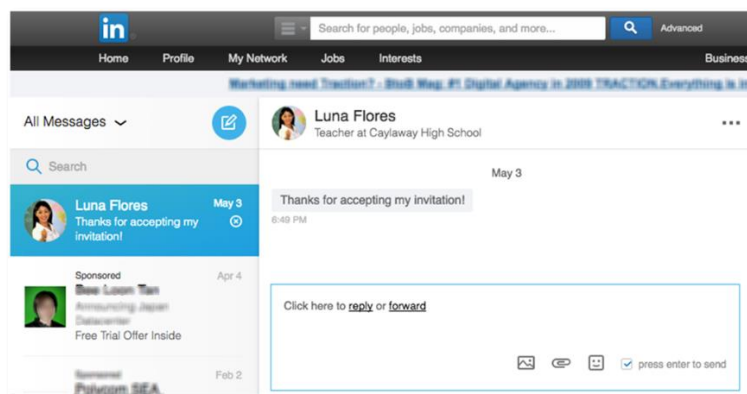



7. Congratulations! You now know how to share posts on  **LinkedIn**.

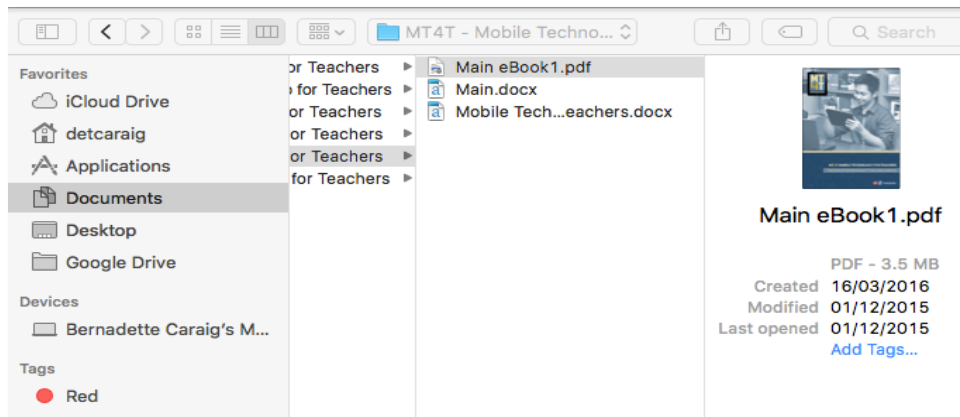
How to Send a File to a LinkedIn Contact

You can attach a file to a message on  **LinkedIn** if you want to share it with a contact. Make sure you share files only with people you know. This file can be a video clip, a document, a spreadsheet, a slide deck, a Portable Document Format (PDF) file, a photo, or an audio clip, among others. Note, however, that file sharing can only be done via a PC. To share a file on  **LinkedIn**, follow the instructions.

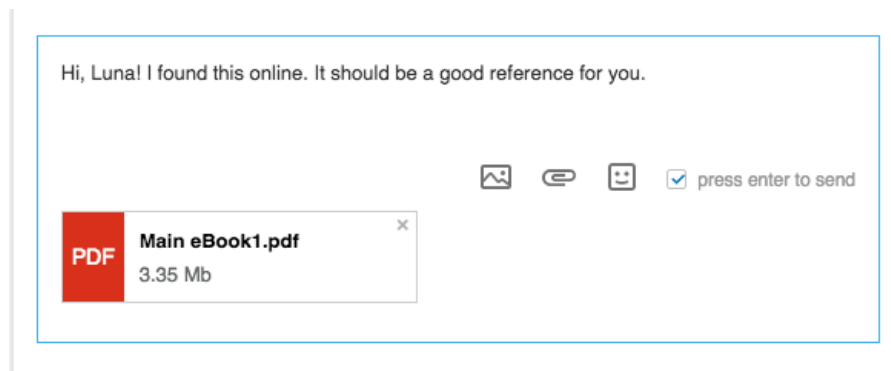
1. Log in to  **LinkedIn** on a PC. Click . This will open the **Messaging** page. If you want to send a file, open a chat window and then click your contact's name on the menu on the left side of the page. This will open your existing chat with your chosen contact.



2. Click **reply**. Type your message into the **Write your message...** field, and then tap . This will open a folder where you keep your documents and other files on your PC.




3. Choose the file you want to attach by clicking it, and then click the **Open** button. This will attach the file to your message.







4. Press the **Enter** key on your keyboard. You may see a pop-up message.






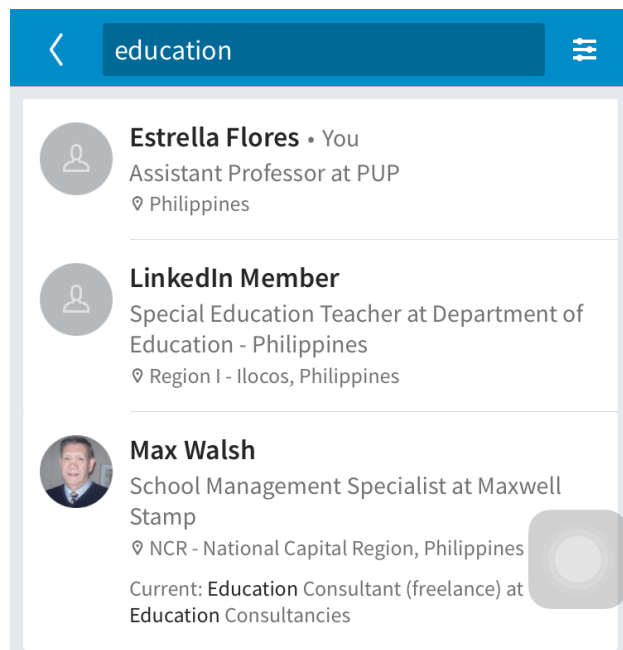
5. Click the **Send message** button. This will send your message to your chosen contact. Congratulations! You now know how to send a file to a  **LinkedIn** contact.


How to Join a LinkedIn Group

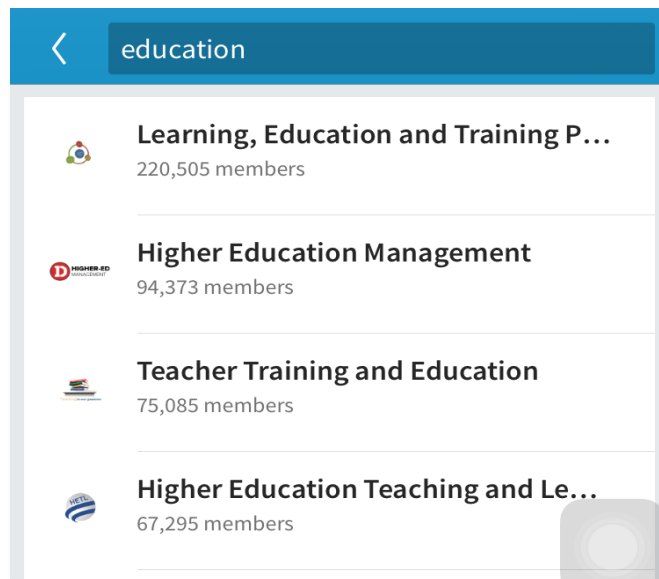
A  **LinkedIn** group brings professionals together. It can be a college, alumni, or special-interest group, among others. Joining a group on  **LinkedIn** is one way to meet new people with similar interests, learn more about your industry, and share your own knowledge and expertise. A  **LinkedIn** group is set up by a member. Others can join it to contribute to discussions or make new connections. Note that you can join only as many as 50 groups.

Many  **LinkedIn** users post questions on group pages. If you belong to a group of math teachers, for instance, and you need help with a lesson plan, you can post a question to your groupmates on how best to teach a certain lesson. Some members can give you ideas. You can answer questions that groupmates ask, too. That way, you do not just benefit from but also contribute to your group. To join a group, follow the instructions below.

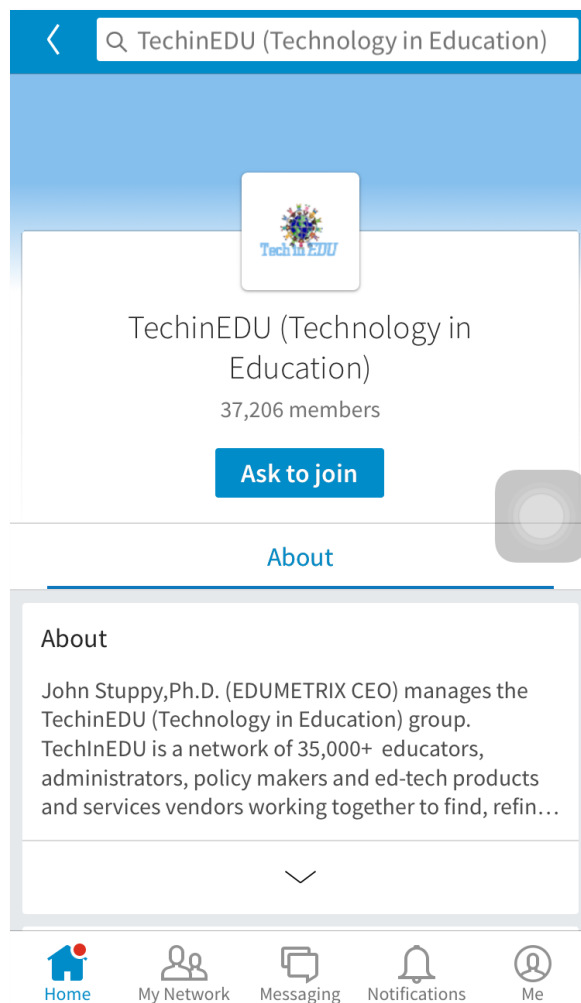
1. Open  **LinkedIn** by tapping it. Tap  **Search for people, jobs, and more....** This will open the **Search** page. Type "education" into  **Search for people, jobs, and more** field. Note that suggestions will appear as you type. Tap the applicable search term from among the results. This will open a page that shows all the results related to your search term.



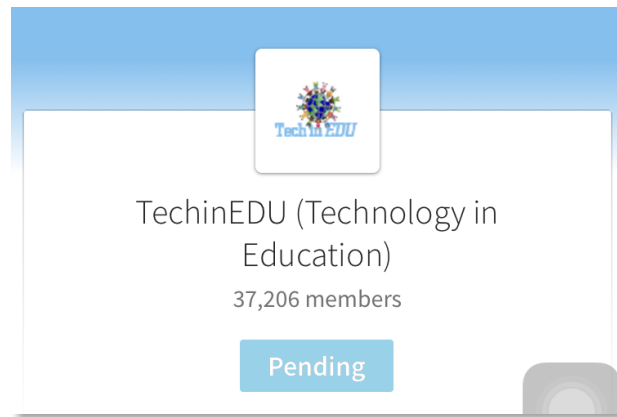
2. Tap  **Groups**. This will open a page where all the groups related to your search term are listed.



3. Tap the name of a group that you would like to join. This will open the group's page.



4. Tap the **Ask to join** button. This will change into the **Pending** button, which means that you just need to be accepted by the page administrator to become a member of your chosen group. Congratulations! You now know how to join a group via an iOS device.



How to Enhance Your LinkedIn Profile





Often, first impressions are based on how you look or present yourself to other people. With just one look, people can already create an impression that can either be favorable or disadvantageous to you. The same is true for your online professional profile on **in LinkedIn**. You will likely want to create a good impression of yourself among professional colleagues, peers, and other people in your network who might visit your profile. If you are maintaining a blog site, more likely, people will also be interested to learn more about the brains behind it. What then can you do to enhance your **in LinkedIn** profile?

Foremost, you need to make sure that your **in LinkedIn** profile is complete. You must have a professional-looking photo and each section of your **in LinkedIn** profile should be filled with your skills and accomplishments.







Research from **in LinkedIn** says that complete profiles are 40 times more likely to receive opportunities than incomplete profiles. By including your job history, a profile summary and education, potential business connections will get the feeling that they already know you. It is a simple way to get a leg up when it comes to networking. And then when they see notifications of your newly posted blogs, they will have more opportunities to get to know you even better.⁹

⁹ NetSphere. (26 July 2013). *NetSphere Strategies*. "Why Blogging Can't Be a Standalone Effort." Last accessed on 17 July 2017, <http://www.netspherestrategies.com/blog/why-blogging-cant-be-a-standalone-effort>.

Read on to get additional tips from  **LinkedIn** on how you can have a more appealing profile.

1. **Choose the right profile picture for  LinkedIn.** Your profile picture is like your calling card on  **LinkedIn** and first impressions are made based on that. Make sure that the picture you use for your profile picture is recent and looks like you. Your face should take up about 60% of the picture, and your smile should reflect on your eyes. Read about Lydia Abbot's ["5 Tips for Picking the Right LinkedIn Profile Picture,"](#) for more ideas.
2. **Add a background photo.** Your background photo is the second visual element at the top of your profile page. The right background photo helps your page stand out, gets people's attention, and sets the context that you want to create.
3. **Make your headline more than just a job title.** Instead of putting your job title, use the headline to say a bit about why you do what you do, what makes you tick, and if you're looking for employment, then also add how you see your role to be.
4. **Turn your summary into your story.** Do not leave this field blank! Your summary is your chance to tell your own story. Don't just use it to list the summary of your skills or past job titles. This can be your most personal piece of content marketing, and you will see that it's worth the effort.
5. **Take caution when using buzzwords.** Buzzwords are words that are so often used in  **LinkedIn** headlines and summaries that their meanings or significance almost become nil. In 2017, among the top ten buzzwords are "specialized," "leadership," "focused," "strategic," "experienced," "passionate," "expert," "creative," "innovative," and "certified." You can still use these words, provided you have a means to demonstrate these—both in the way you describe yourself, and in the way you use LinkedIn profile features to show what you've got.
6. **Grow your network.** Synch your profile with your email address book. This enables LinkedIn to suggest people you could connect with. You will be surprised at how effective this can be at surfacing relevant people for you to reach out to. Note that no connection requests are sent without your permission, so you can sort through all the suggestions of LinkedIn.
7. **List all your relevant skills.** Come up with a list of skills that you have, identify which ones are still relevant, and select those that can help substantiate the description in your Headline and Summary.
8. **Endorsements and recommendations.** Endorsements from your  **LinkedIn** connections help validate your skills and increase your credibility. Be selective, however, in highlighting endorsements that could really benefit you. Use the edit features in the Skills section of your profile and choose which to show and/or hide. On the other hand, if you don't have this yet, nothing should stop you from giving


endorsements yourself to those that are truly deserving. Most often, this triggers people to return the favor. You can also ask for endorsements by sending a polite message to people whose endorsement you really value.



9. **Share relevant content from your  LinkedIn feed and give comments.** It's one thing to have a network of connections on  LinkedIn, but it's far better to have an active role in it. One way to do it is by sharing relevant content that you find to be genuinely interesting and aligns with your point-of-view. Doing this can make you appear frequently in your connections'  LinkedIn feeds and when you add comments to what you share, these give off the impression that you really know what you are sharing. It also gives you more prominence as a person of substance and substantiates your expertise or thought-leadership.
10. **Follow relevant influencers for your industry.** Following relevant influencers on  LinkedIn helps to put a range of interesting content in your feed. It also helps give context to your profile as it demonstrates your passion for what you do.
11. **Integrate your WordPress blog.** When you integrate your WordPress account into your  LinkedIn account, you gain both ways for your blog and for your professional profile. You gain readership for your blog posts and at the same time, establish your expertise and substantiate your credentials on  LinkedIn. More on this in the next chapter.


For more tips on how to improve your  LinkedIn profile, read the following:

- ["9 Surefire Ways to Boost Your LinkedIn Profile When You Only Have 10 Minutes,"](#) by Kaitlyn Russell from [TheMuse.com](#)
- ["5 Little-Known Ways You Can Improve Your LinkedIn Profile,"](#) by Kayla Matthews from [Business Insider](#).
- ["17 Things You Should Leave Off Your Resume and LinkedIn Profile,"](#) by Peter Economy from [Inc.](#)
- ["19 Terrible LinkedIn Mistakes You're Making,"](#) by Jillian D'Onfro and Alyson Shontell from [Business Insider](#).

How to Ask and Answer a Question on LinkedIn

Asking and answering questions in  LinkedIn is a kind of open brainstorming session. By offering your expertise to those in your network, you establish trust and improve your reputation as an expert. You can also use your profile status update to ask questions from people in your network or share news or insights.

An article written by Joel Flad published in the website www.dummies.com, contains some insights about "How to Ask a Question on LinkedIn"¹⁰ through  **LinkedIn** Answers. The author recommends asking yourself the following questions before posting your questions on  **LinkedIn** Answers:



- **Is your question really a comment or an opinion?** *It can be tempting to post an opinion, a comment, or something designed to get a response, but that's not the intent of this function. Try to pose a question that can be answered by an expert.*
- **Is your question nontrivial or useful?** *Remember, the goal of  **LinkedIn** Answers is to exchange useful information that matters to other people using the site. Try to keep the question focused on something business or professionally-related.*
- **Is your question worded clearly?** *If you're hoping for some helpful replies, people need to clearly understand what it is you want to know. You can provide additional details about your question, but make sure the actual question is clear, concise, and simply put.*
- **Is your question an appropriate question?** *Some people try to post spam¹ or generic advertising messages, or simply make negative, philosophical, bizarre, and highly personal statements.*



The author also gives tips on how you should present your question to get as many useful responses as possible.

- **Provide as much detail as you can:** *After you post your question, you can (and should) fill out a details section that lets people know exactly what kind of answer you're hoping to receive.*
- **Use the right keywords in your question:** *If you need an expert in a certain subject matter, make sure the right keywords of that subject are in the question, so it shows up in search results.*
- **Use the right category or categories for your question:** *Go through the different categories, see what previous questions match your question the best, and keep in mind that you can assign up to two categories per question in case you need information that doesn't fit neatly into one specific category.*
- **Keep your question as simple as possible:** *People are typically reluctant to answer complex questions. They might instead answer a minor question and ignore the major one you really wanted an answer for.*
- **Engage your audience:** *Sometimes, the point of your question is to make your audience members think about a topic and share their opinions or advice in that situation. Therefore, provide some focus to your question but leave it open-ended to generate different perspectives when people answer your question.*

¹⁰ Joel Flad. *Dummies*. "How to Ask a Question on LinkedIn." Accessed at <http://www.dummies.com/how-to/content/how-to-ask-a-question-on-linkedin0.html>

- **Keep your question clean and readable:** *Before you post your question, take a minute or two to make sure the question and detail sections flow are visually clean. Reword your question if necessary to make that first sentence as logical as possible to anyone who would read it.*


The author warns that  **LinkedIn Answers** is not to be used for “posting jobs, announcing your job search, or openly requesting people to connect with you.” Such posts will be deleted by  **LinkedIn** and may result in your account being suspended or deleted.


An article posted in the website www.thingscareerrelated.com suggests tips on how to properly answer a question. You may find this useful in answering questions in  **LinkedIn**. While it’s easy enough to pose and answer a question in  **LinkedIn**, as a professional you could use some techniques to ensure that your answers are relevant and focused. Here are the excerpts from the article.


- **Read the questions:** Some people have the tendency to formulate what they’re going to say before they finished reading the question. This causes one to take off in a direction that is heading the wrong way and is hard to correct. If you need clarification, ask what the question meant; this will not only allow you to answer the question properly, but it also shows you are genuinely interested to answer the question.
- **Think before posting:** All too often you want to answer a question as soon as it is posted. This is a mistake, as you want to deliver the best possible answer before you come out with an inadequate one. Answering question is not a game where the fastest to respond wins. Occasionally, taking time to reflect shows thoughtfulness on your part.
- **Don’t post too much:** When you’re answering a question, over elaborating on an answer may be more harmful than helpful. When you go into too much detail, you come off as someone who talks too much. For some, this is a great irritant.
- **Make your answers relevant:** Everything you post must be relevant to the question. Sometimes you may not know how to immediately answer the question. In this case, ask for more time saying, “This is a very important question, one that I’d like to answer. Could we return to it?” Or if you really have no idea, admit that you can’t answer it.
- **Don’t ask too many questions:** You ask questions to clarify what the posted question is all about. You do this to answer the questions appropriately. However, this can backfire if you ask too many questions. This may look like you are intimidating the person who posted the question. Remember you created the blog to help others, not to frighten them away.
- **Answer enough:** It is essential that you effectively answer the questions with enough detail and plenty of examples. Effective answers to a question require the ability to read and then answer the questions with transparency and accuracy. Take your time and most importantly answer the question.

You may tap on this [link](#) to know more about the article posted in www.thingscareerrelated.com.

Why is Information Privacy an Important LinkedIn Issue?

 **LinkedIn** is a professional network. However, just because you would like to connect with others with similar interests does not mean you want them all to know your every move.




 **LinkedIn** uses your activities to help others find and connect with you and vice versa. This information can sometimes be detrimental if it falls into the wrong hands.

In "LinkedIn Privacy and Security Tips"¹¹ by Andy O'Donnell, he advised users to consider limiting the contact information shared on their profiles. Relationships on  **LinkedIn** are somewhat less personal than those on Facebook. You may be more open to letting people into your professional network than you would on Facebook because you want to meet new professional contacts that can help with your teaching career. That is nice, except that you may not want all of them to have your phone number and home address since you still do not know all of them that well.

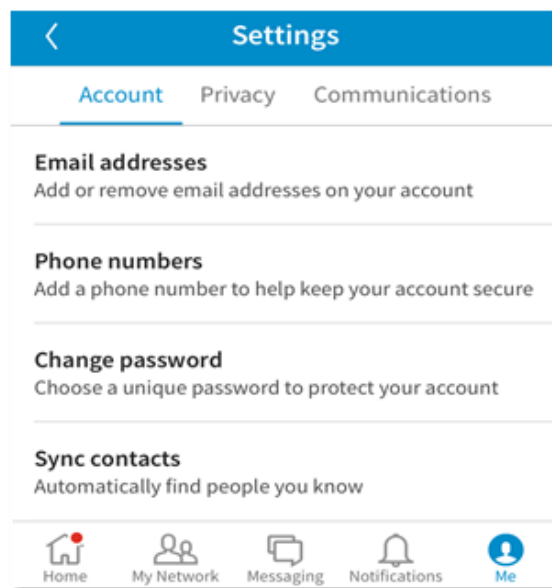
For more information on privacy and security on  **LinkedIn**, read "[LinkedIn Privacy: An Easy How-to Guide to Protecting Yourself](#)" published by We Live Security.


How to Change Your LinkedIn Account's Privacy Control Settings

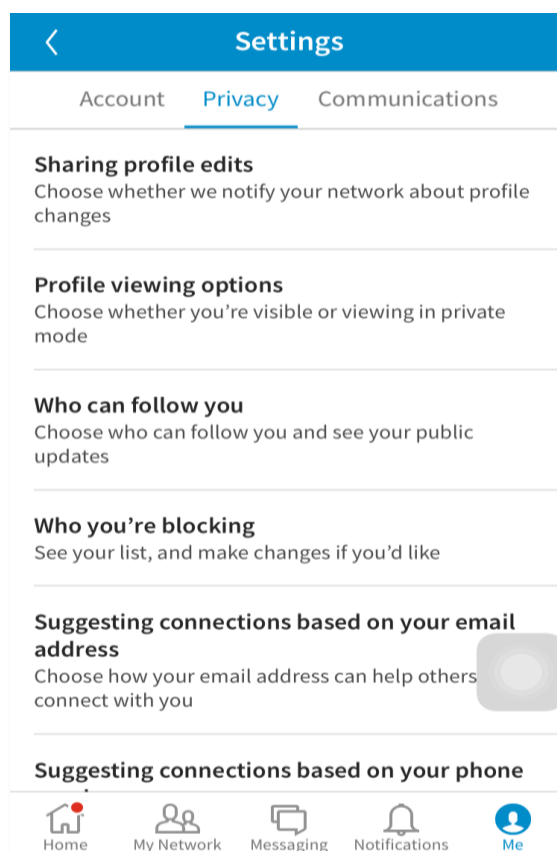
If you are not comfortable with people seeing your activity feed or knowing that you viewed their profiles, consider limiting the access to your feed and setting your profile-viewing mode to anonymous. These settings are available in **Privacy Controls**. To adjust your account's privacy control settings, follow the instructions below.


1. Open  **LinkedIn** app on your mobile device by tapping it. Tap . This will open your profile page. Tap . This will open the **ACCOUNT** tab on the **Settings** page. You can change your e-mail address and phone number's visibility here. You can also control where you are signed in. Make the changes that you want.

¹¹ Andy O'Donnell. (20 October 2016). Lifewire. "LinkedIn Privacy and Security Tips: Learn How to Stay Safe on the Social Network for Professionals." Last accessed on 19 July 2017, <http://netsecurity.about.com/od/security101/a/Linkedin-Privacy-And-Security-Tips.htm>.






2. Tap **PRIVACY**. This will open the **PRIVACY** tab. You can make changes to how profile edits are shared to your network, how you view others' profiles, who can follow you, who you are blocking, getting discovered via e-mail address or mobile number, how  **LinkedIn** uses public data to improve your profile, and what your advertising preferences are. Make the changes that you want.




3. Congratulations! You now know how to change your  **LinkedIn** security and privacy settings on an iOS device.

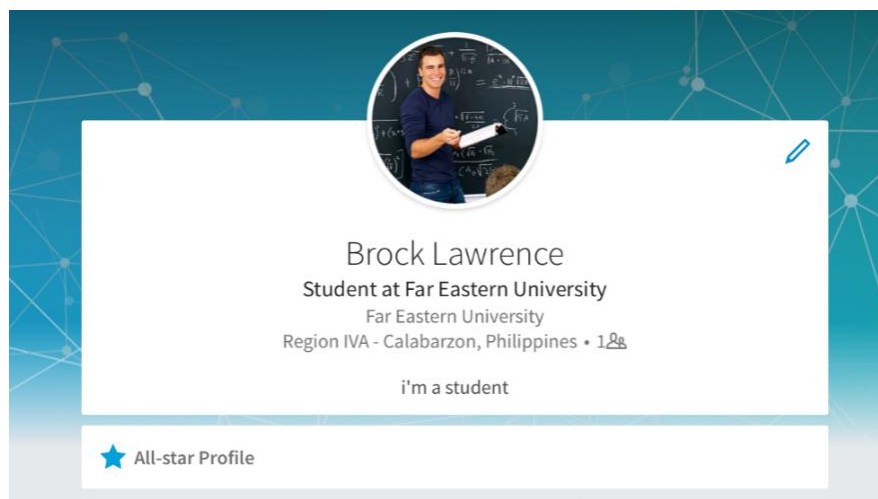
How to Close Your LinkedIn Account

One reason why you may consider closing your  **LinkedIn** account is when you feel that your privacy has been compromised. If you feel that  **LinkedIn** has become too invasive, you can take a rather strong step of closing your account. The following are additional reasons why existing  **LinkedIn** accounts will be closed or deactivated:

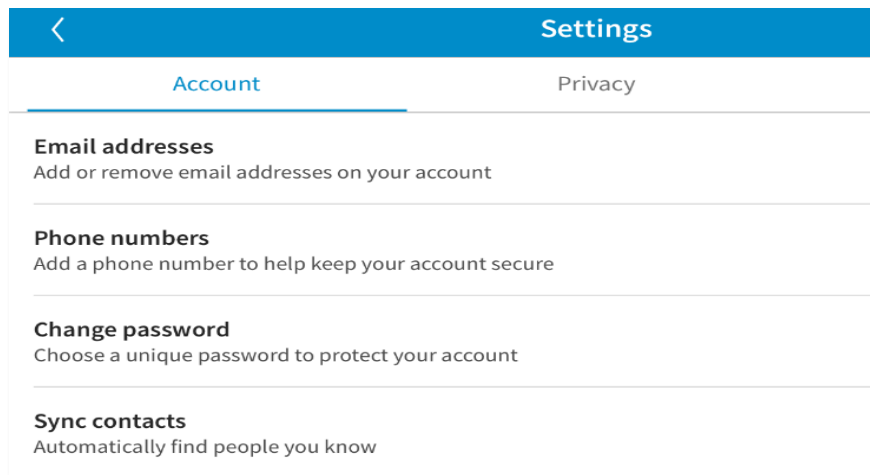
- To have a fresh start after going through a life-changing moment such as marriage, a relationship breakdown, the death of a loved one, or a career crisis, among others.
- The account owner has passed away.
- Maintaining the LinkedIn account has become a challenge due to other competing demands on people's time.

Deactivating a  **LinkedIn** account in an iOS device is possible. To deactivate your account, follow these instructions.

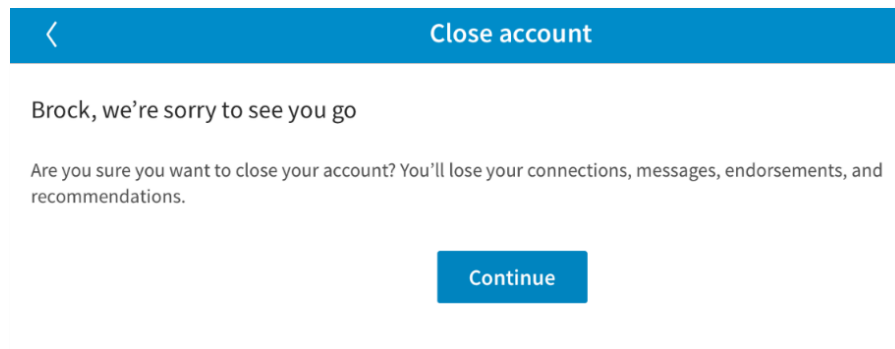
1. Log in to your  **LinkedIn** account. Then tap your Profile Picture at the top left corner beside the search bar.




2. Tap the **Settings** icon at the top right corner beside the search bar. This will open the **Settings Page**.






3. Scroll down. Click **Change** beside **Closing your account**. This will open a page where you will be asked to state the reason why you are closing your account.




4. Congratulations! You now know how to close your  **LinkedIn** account in case of emergencies and other personal reasons.

Chapter 4

LinkedIn for Advanced and Expert Users

Advanced and expert users are those who are actively using  **LinkedIn** to enhance their professional growth and even for teaching and learning. In this section, you will learn how to use  **LinkedIn** to collaborate with peers and colleagues, connect with other social media accounts that you might have, and use it for teaching and learning. In this level of competence, it is expected that you have gained an understanding of the principles of higher order thinking skills and thus, should be ready to promote HOTS skills and values using  **LinkedIn** as a tool for professional development and networking.

How to Use LinkedIn for Teaching and Learning


Though  **LinkedIn** is primarily used for professional discourse, it has its uses in the learning environment, too. You can use it to find ideas for creating lesson plans, ask experts for useful teaching techniques, and coordinate with other educators to spread department announcements or exam policies and ideas.

Take a look at the following ideas from the article, "LinkedIn Launches LinkedIn for Education,"¹² by Stowe Boyd on how to use  **LinkedIn** for education:

- **Join the conversation.** A school board is a great place to get regular updates about campus news and activities from the schools themselves, ask questions, and engage with both the campus community and alumni. It is a centralized bulletin board where students can see posts from the school authorities.
- **Explore schools worldwide.** If you are interested in attending a school in France, you can start by searching for schools in Paris. You can then explore the careers of graduates of that particular school to see if it meets your goal. You can also connect with students or alumni from that school to gain more ideas regarding student life.
- **Check out notable alumni.** What kinds of leaders does this school produce? From astronauts to architects, executives to entertainers, explore the notable alumni who have done great things since they graduated.
- **Expand your opportunities.** Are you looking for teaching materials in science? Explore the careers of science graduates. You may be surprised by the teaching materials they created. See where they live and work, what they do, and even the skills they have acquired along the way to see what is possible for you.


¹² Stowe Boyd. (19 August 2013). *Gigaom*. "LinkedIn Launches LinkedIn for Education." Last accessed on 17 July 2017, <https://gigaom.com/2013/08/19/linkedin-launches-linkedin-for-education/>.

- **Build your network.** Transform those brilliant, creative, hardworking people you met or will meet on campus into lifelong members of your professional network. Alumni can reconnect with former classmates, and students can strengthen relationships with current and future classmates.



Samuel J. Tan, in "How LinkedIn Works for Education,"¹³ outlined some ways to use  **LinkedIn** for teaching, and these included the following:

- Teachers can use it to:
 - a. Expand their networks, particularly with others in the teaching profession
 - b. Effectively relay information about upcoming campus events to parents and guardians
 - c. Reach out to busy parents who cannot come to school and engage with them in person
 - d. Create an alumni group to get former students to share updates in their careers
 - e. Look for funding or people to support your school's charity drive
 - f. Form partnerships with other schools, whether local or international
 - g. Reach out to other communities in your area, local businesses, and organizations
 - h. Connect and collaborate with other teachers to work together, share best practices, and exchange notes and ideas
- Students and graduates can use it to:
 - a. Read up on companies that operate in their field of study for job opportunities
 - b. Connect with other students to network and seek help
 - c. Connect with classmates and teachers after graduation
 - d. Get more exposure and knowledge by participating in groups

Med Kharbach lists the following guidelines for teachers on using  **LinkedIn**:

- **Create a solid profile.** Regardless of social networking sites that you would like to use for educational purposes, properly identify yourself. Take time to tell them who you are, where you studied, or what educational role you play. This will help you find and connect with educators who share your interests.
- **Accept new connections.** Always make sure you go through the profiles of prospective connections. Sometimes, you will get invitations from people that have nothing to do with teaching or are working with companies that promote their products or services online. Check their profiles before accepting them.
- **Professional use.**  **LinkedIn** is a professional network. As such, it inherently shuns some of the social media features you may be used to on Facebook, for instance. Make sure what you share is relevant to your profession. People would love to connect with someone who is an expert in a particular field.

¹³ Samuel J. Tan. (2012–2016). *Colour My Learning*. "How LinkedIn Works for Education." Last accessed on 19 July 2017, <http://www.colourmylearning.com/2013/02/how-linkedin-works-for-education/>.

- **Add a personal touch.** When requesting to connect on  **LinkedIn**, change the default template that says, "I'd like to add you to my professional network" to something that really identifies you and why you want to connect with that person.
- **Be engaged.** As in other social networking sites, you need to congratulate people for good things, like posts, and do other things to let people know you are listening and you care.
- **Join groups.** This is very important for professional development.  **LinkedIn** has several interesting groups for educators. You can get and share educational resources or tips and discuss with the group issues and topics related to education.

For more information on using LinkedIn for education, read the following articles:

- ["7 Ways That Teachers Can Use LinkedIn To Get Ahead"](#) by Brian Warmoth
- ["7 Ways Teachers Should be Using LinkedIn To Help Their Careers"](#) by Brett Montrose
- ["Three Ways to Use LinkedIn as an Educator"](#) by Tami Strang

How LinkedIn Groups Promote Higher-Order Thinking Skills and Values

Critical thinking is a higher-order cognitive skill that is indispensable to students, readying them to respond to a variety of complex problems that are sure to arise in their personal and professional lives. The cognitive skills at the foundation of critical thinking are analysis, interpretation, evaluation, explanation, inference, and self-regulation. When students think critically, they actively engage in communication, analysis, synthesis, problem solving, evaluation, and reflection.

To create environments that engage students in these processes, teachers need to ask questions, encourage the expression of diverse opinions, and involve students in a variety of hands-on activities that encourage them to be involved in their learning.

Jessica Mansbach, in "Using Technology to Develop Students' Critical Thinking Skills,"¹⁴ provides teachers the following examples of using technological tools to create activities that help students develop both lower-level and higher-level critical thinking skills:



- **Reflection activities.** Reflection activities provide students with opportunities to track their learning and demonstrate their progress throughout the year. To enhance the level of critical thinking of students, through reflective activities, tell them to cite course materials that have helped them advance their knowledge and thinking.

¹⁴ Jessica Mansbach. (14 September 2015). *Northwestern School of Professional Studies*. "Using Technology to Develop Students' Critical Thinking Skills." Last accessed on 19 July 2017, <https://dl.sps.northwestern.edu/blog/2015/09/using-technology-to-develop-students-critical-thinking-skills/>.

- **Peer review activities.** Peer review activities enable students to demonstrate communication skills by giving feedback on others' work, expose them to alternative perspectives, and allow them to question what they are reading. Doing peer review activities online can protect students' anonymity, making them more likely to be honest with their feedback.
- **Discussion forums.** Discussion forums allow students to communicate with their peers, answer questions that require them to demonstrate both lower- and higher-level critical thinking skills and analyze course content. When teachers set clear guidelines for participation and model critical thinking skills through their participation in discussion forums, students can also be engaged in the critical thinking process.
- **Small group activities.** Small group activities allow students to communicate, problem solve, hear different perspectives, and collaborate to analyze and synthesize the course content. By assigning small group activities, teachers can engage students in multiple levels of critical thinking.
- **Digital storytelling activities.** Telling digital stories allows students to use multimedia (images, audio, and video) to present information. Digital stories can include personal narratives, stories that document events, and stories that inform and instruct. Creating digital stories allows students to evaluate, reflect on, or analyze course content.

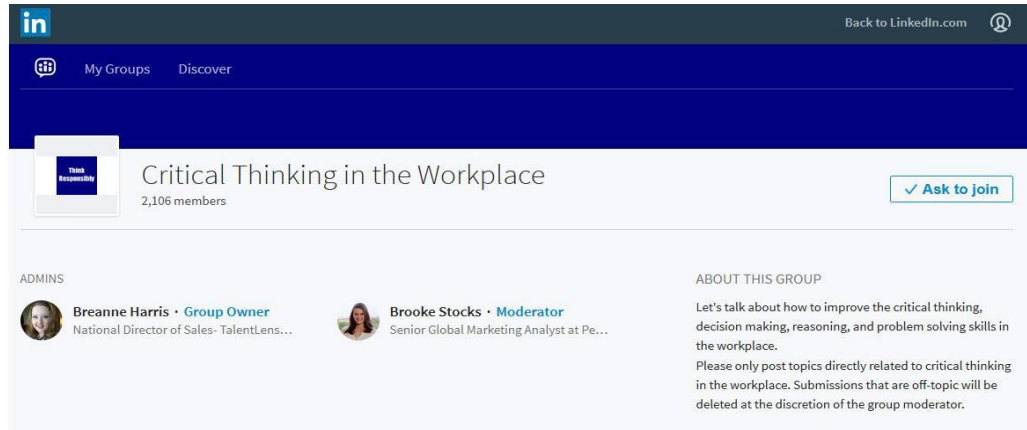
The following articles provide other ways by which social media use can help you promote HOTS:

- ["Teaching Strategies that Enhance Higher-Order Thinking"](#) by Janelle Cox
- ["Using Social Media for Teaching and Learning"](#) by the University of Queensland Australia
- ["The Use of Web 2.0 Technologies to Promote Higher-Order Thinking Skills"](#) by Gail Chittleborough, et al.

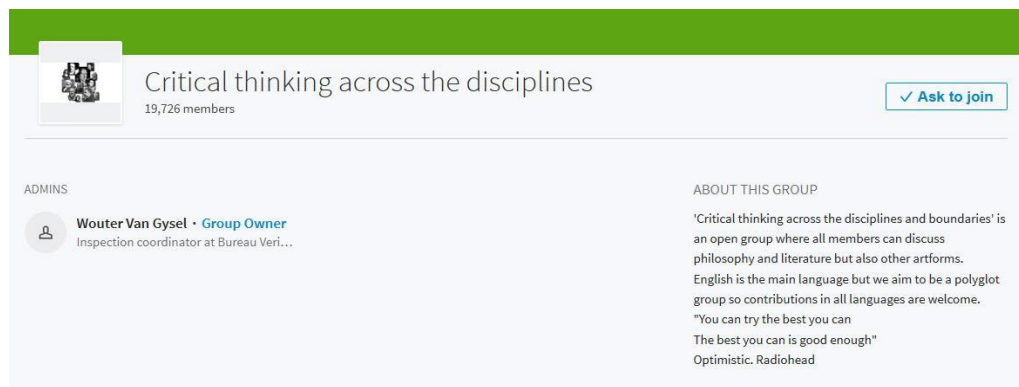
Apart from that, you can also follow  **LinkedIn** groups and features that will help you promote HOTS and values among your students. By joining groups on  **LinkedIn**, you can connect with people who may be in your field (i.e., education) but not necessarily in your network (those working at your school, for instance), and engage them in discussions. Groups can also let you showcase your knowledge on a particular topic that you are passionate about or share your own articles or research. "Edubloggers" is an example of a LinkedIn group that you can use to connect with other education bloggers.

The succeeding resources is a list of  **LinkedIn** groups that promote HOTS. Some of the groups are educational institutions while others are content developers. Take note, however, that you need to log in to an existing  **LinkedIn** account, and then **Ask to Join** the group of your interest before you can gain access to the groups.

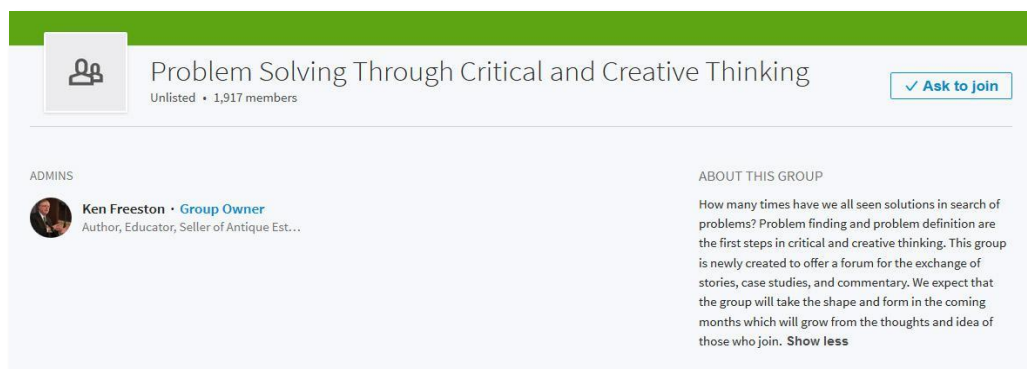
- **Critical Thinking in the Workplace:** This group enables its members to improve on their critical thinking skills, decision making, reasoning, and problem-solving skills in the workplace.



- **Critical Thinking Across the Disciplines:** This is an open group where members discuss philosophy, literature and other art forms. The main language being used is English, although they welcome contributions in other languages as well.



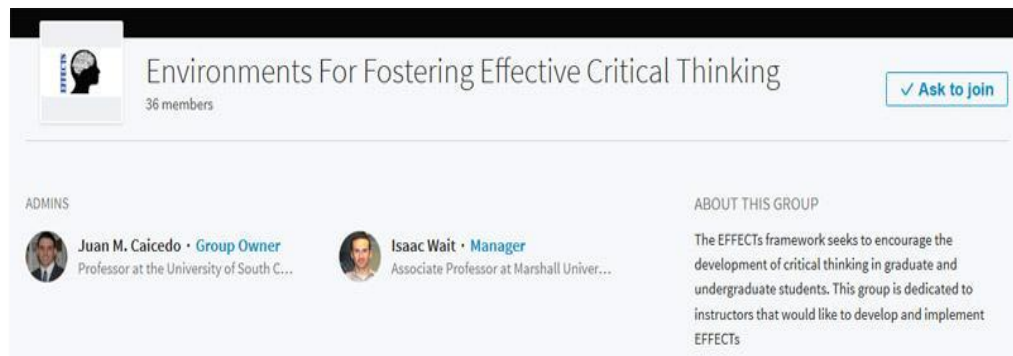
- **Problem Solving Through Critical and Creative Thinking:** This group provides a forum for exchanging stories, case studies, and commentary.



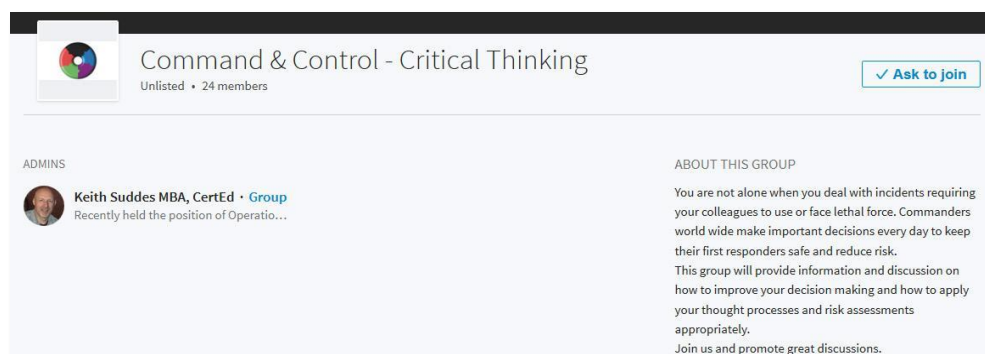
- **Critical & Creative Thinking Network:** This group intends to develop connections with people from various career fields, and by doing so, it hopes to help in expanding the understanding of critical and creative thinking as applied in various professions.



- **Environments for Fostering Effective Critical Thinking:** This group is dedicated to instructors that would like to develop and implement environments that foster effective critical thinking.




- **Command & Control—Critical Thinking:** This group is limited to "tactical commanders" and "emergency managers" only. It claims to help its members improve on their decision-making skills and on how thought processes and risk assessments can be applied appropriately. (In a school setting, "tactical commanders" and "emergency managers" can refer to anyone tasked to do the job but would normally include the school principal or head teacher, the vice principal, and the master teachers.)






How to Use LinkedIn to Enhance Teachers' Professional Growth



Networking has long been deemed as an effective tool when it comes to establishing professional relationships. Today, more and more networking take place online. Making useful connections with fellow educators has become much easier because of social networking.

 **LinkedIn** is an ideal choice for professionals because it allows them to connect with colleagues and other people with similar professional interests.

The Mind Tools Editorial Team, in "Using LinkedIn Effectively: Growing Your Professional Network,"¹⁵ listed the following ways to use  **LinkedIn** to help you grow professionally as a teacher:

- **Networking.**  **LinkedIn** lets you network with people and professional organizations in the education industry. This helps you stay up-to-date with educational trends and share information with others who do similar work.
- **Discussion.** In addition to networking, you can also join specific groups to discuss ideas and share news related to the latest educational developments. This is a great way to further build your reputation as an expert.
- **Research.** You can use  **LinkedIn** to find out more about people and organizations that you are interested in. Imagine, for instance, that you were about to meet with an educator. You do a quick search on  **LinkedIn** and discover that your chosen educator went to the same university that you did. In fact, you both know several people. You now have a valuable conversation starter that will help you build rapport with your new contact.








The following are ways to more effectively use LinkedIn, according to Melonie Dodaro in "11 Ways to Use LinkedIn Effectively":¹⁶

- **Find current contacts.** Use  **LinkedIn** search to find your existing business contacts and connect with them. Pull out your little black book and start sending connection requests one-by-one. Though it might be a bit tedious at first, it's worth the effort.
- **Use Advanced Search.** Once you've exhausted all your existing contacts, you'll need to start looking outside your network. And advanced search can help you do this. Though certain features are only accessible to those with paid  **LinkedIn** accounts,


¹⁵ Mind Tools Editorial Team. (1996–2017). *MindTools*. "Using LinkedIn Effectively: Growing Your Professional Network." Last accessed on 19 July 2017, <https://www.mindtools.com/pages/article/linkedin.htm>.

¹⁶ Melonie Dodaro. (18 June 2013). *Advisor.ca*. "11 Ways to Use LinkedIn Effectively." Last accessed on 19 July 2017, <http://www.advisor.ca/news/social-news/11-ways-to-use-linkedin-effectively-102265>.

you can still access key features from the free version. These include filtering by industry, relationship and location.




- **Nurture connections.** Always strive to reach out to your connections. For instance, if lawyers are part of your target market, make the effort to send them relevant articles they might find helpful. It gives you a simple reason to connect in a way that isn't self-serving or promotional.
- **Join relevant groups.**  **LinkedIn** groups are a great way to target prospects in a specific niche. Search for local groups if you typically advise clients in your area, and always search using keywords relevant to your business and industry.
- **Engage your**  **LinkedIn groups.** Once you've joined a few groups, you need to start relevant discussions to engage the members. Make sure you choose a topic that lets you give your advice and showcase your expertise. In addition to connecting with prospects, advisors should proactively connect with their existing clients and potential strategic alliances or referral partners on the network.
- **Become a leading authority.** Groups are also a great place to drive highly-targeted traffic to your blog—creating a blog is one of the fastest ways to establish yourself as a leading authority in your industry online. You can also gain traffic simply by publishing a regular blog and sharing posts within relevant  **LinkedIn** groups. All content should be of the highest possible quality since you need to focus on showcasing your knowledge and credibility.
- **Give recommendations.** The best way to get recommendations on  **LinkedIn** is to give them, so don't hesitate to offer your praise. But remember: you can harm your credibility by recommending people who don't provide good service, so only make recommendations for top-notch people connections.
- **Watch your connections' status updates.** Take advantage of every good opportunity to connect with your contacts by watching status updates on the  **LinkedIn** homepage. Whether it's a great post or a promotion announcement, make sure to quickly comment on status updates. You'll remain top of mind and your clients will know you care.
- **Send personalized follow-up messages.** Whether someone is connecting with you or vice versa, you should always follow up with a personalized thank you message via  **LinkedIn**.
- **Use**  **LinkedIn's endorsement feature.** Use this feature to give a one-click credibility boost to your connections. Like recommendations, you'll receive more endorsements if you're open to giving them.
- **Connect other people.** If you have connections that could create a strategic alliance, don't hesitate to connect them. By actively promoting your existing connections,



you'll position yourself as a viable referral partner. And the more you promote others, the more they'll promote you and your services.

To use  **LinkedIn** more effectively, you may want to read the following:


- ["How to Use LinkedIn: 35 LinkedIn Tips for Professional Networking, Business, and Marketing"](#) by Pamela Vaughan
- ["How to Use LinkedIn: 5 Smart Steps to Career Success"](#) by Laura Shin
- ["5 Tips on How to Use LinkedIn Better"](#) Ashley Tate
- ["LinkedIn Isn't the Yellow Pages: How Teachers Can Use It as a PLN"](#) by Luz Chavez
- ["Using Social Media to Build Your Personal Learning Network"](#) by Educational Technology Solutions

How LinkedIn Can Help Your Blog

As the most popular social network for professionals, maintaining an active  **LinkedIn** account creates a positive impact on your professional credentials as it adds a dose of credibility and integrity. This impact can even extend to other social media accounts that you might have, like a WordPress blog¹⁷, if you so decide to link those to your  **LinkedIn** profile.  **LinkedIn** can help you get more people to read your posts by connecting your blog with your audience, helping you develop professional relationships and drive traffic to your blog.

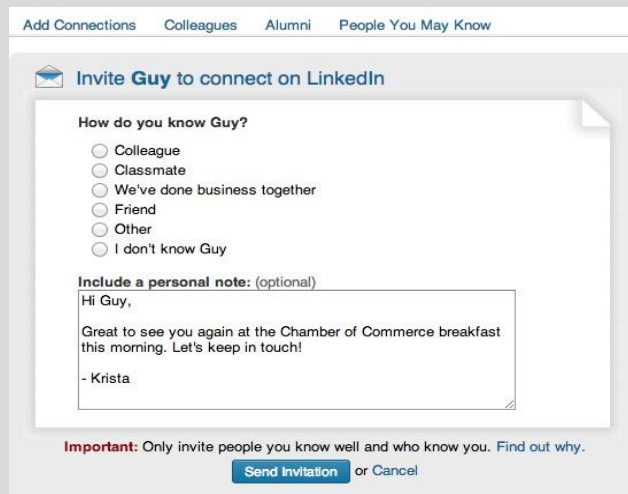
For more information on using  **LinkedIn** to help with blogging, it is recommended that you read the MT4T e-book on ["Blogging for Teachers."](#) In this e-book you will find tips on using  **LinkedIn** to drive traffic to your own blog.

¹⁷ See MT4T e-Book on ["Blogging on WordPress for Teachers"](#)

For additional tips on how  **LinkedIn** can help your blog, read the following excerpts¹⁸ from [Wishpond](https://blog.wishpond.com/post/64961826730/10-tips-how-to-use-linkedin-to-drive-traffic-to-your):

- **Build connections.** Search for people you know on LinkedIn. To increase your LinkedIn network, connect with co-workers, business partners, former schoolmates or clubmates, and email and social media contacts. The more connections you have, the more people will see your LinkedIn status updates.

Here is an example of adding connections with a personalized LinkedIn note.





- **Post frequently on your blog site and share in LinkedIn.** The more frequent you're seen by your connections, the more trust you build, and the more likely they will click through to your blog. If you cannot prepare your own write-up, post links to other articles or blog posts.
- **Join targeted groups or create your own group.** Groups are one of the key features of LinkedIn. Search for groups and assess which ones would be of value to you. Join groups that have genuine engagement and reach your niche. On the other hand, if you want a specific networking group, you can create your own. Creating your own group can increase trust and develop your reputation as an industry leader.

in your articles, too.


How to Connect LinkedIn with Other Social Media

Connecting all your existing social media accounts provides you with opportunities to grow your professional network and show off your communication skills. There are several ways by

¹⁸ Wishpond. "10 Tips: How to Use LinkedIn to Drive Traffic to Your Blog?" Last accessed on January 17, 2018 at <https://blog.wishpond.com/post/64961826730/10-tips-how-to-use-linkedin-to-drive-traffic-to-your>

which you can do this. However, as in the case of Facebook, a direct connection to  **LinkedIn** is currently not possible. Nonetheless, some people had found ways to connect the two platforms through third party applications¹⁹ but the reliability of such often do not last. Discover ways how you can connect your existing social media accounts to  **LinkedIn** in the succeeding sections.

Connecting LinkedIn and WordPress

Many WordPress.com bloggers already enjoy the benefits of connecting their blogs to their social networks via **Publicize**. This feature allows you to connect your WordPress.com blog to your account on social networking services like  **LinkedIn**, broadcasting your posts to your connections automatically for you. This feature also works on other social networking services like Twitter and Facebook. To publicize a post on  **LinkedIn** and your other social networking accounts, read Scott Berkun's article, "Want More traffic? Publicize Now Makes It Easy."²⁰



The following are some points to consider before deciding to push your blog's content to your professional profile. According to Ben Huberman in "Should You Connect Your Blog to Your LinkedIn Profile?"²¹ the advantages of this connection are obvious.

- *If your WordPress website is your primary professional home or you often write about work-related topics, having a presence on LinkedIn can give you a boost.*
- *Publishing on LinkedIn can broaden your blog's readership and increase its overall popularity. It is a form of syndication. Readers who may never have heard of your blog if it only stayed on WordPress.com now have the chance to consume and comment on your content.*
- *As a rule of thumb, if you do not want to think twice about anything you write, and even more so if you tend to regularly approach sensitive or controversial topics, connecting your blog to LinkedIn may be something to reconsider.*

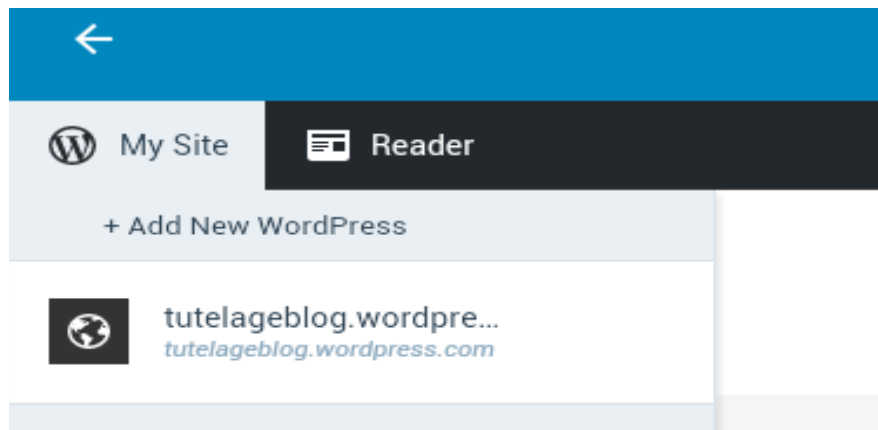
¹⁹ Third-party app, as defined in the [PC Mag encyclopedia](#), is "an application that is provided by a vendor other than the manufacturer of the device. For example, the iPhone comes with its own camera app, but there have been camera apps from other vendors (third parties), which offered advanced features."

²⁰ Scott Berkun. (4 February 2011). *WordPress.com*. "Want More Traffic? Publicize Now Makes It Easy." Last accessed on 19 July 2017, <https://en.blog.wordpress.com/2011/02/04/want-more-traffic-publicize-now-makes-it-easy/>.

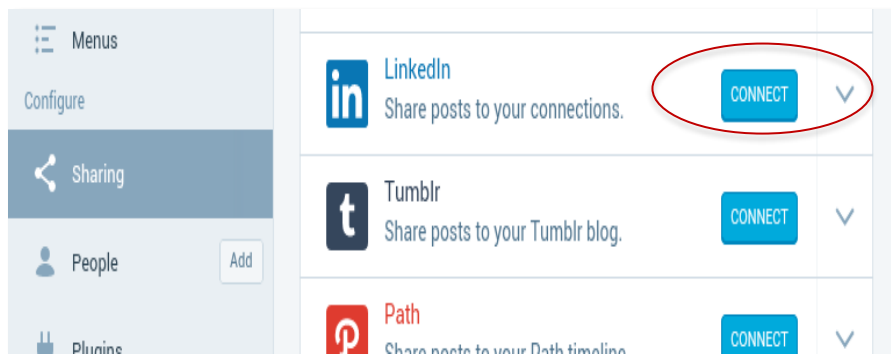
²¹ Ben Huberman. (5 December 2013). *The Daily Post*. "Should You Connect Your Blog to Your LinkedIn Profile?" Last accessed on 19 July 2017, <https://dailypost.wordpress.com/2013/12/05/blog-linkedin-profile/>.

If you are sure that you will only produce and publish content that can enhance your professional growth, then go ahead and connect your  **WordPress** and  **LinkedIn** accounts. To do that, follow these instructions.

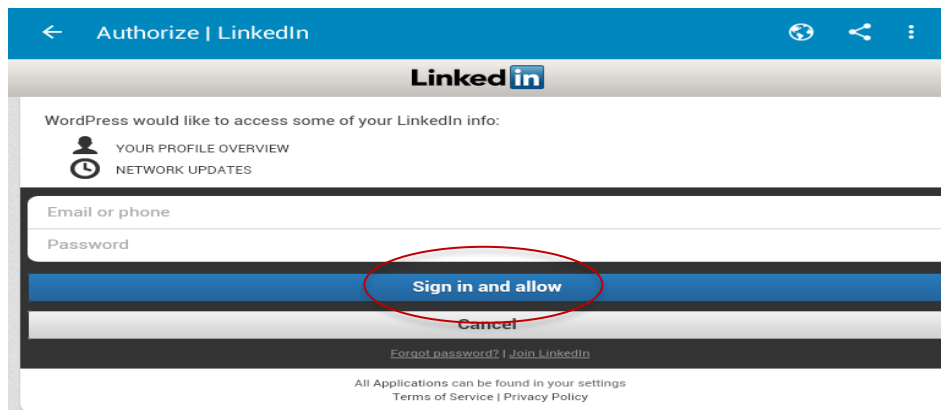
1. Open  **WordPress** by tapping it. Tap  **View Site**. Tap  **My Site**. This will make a menu on the left appear.



2. Tap  **Sharing** under **Configure**. This will open the **Sharing** page.



3. Tap the **CONNECT** button beside  **LinkedIn**. This will open a page that asks you to give WordPress permission to access your  **LinkedIn** account. Fill in the required information, then tap the **Sign in and allow** button.

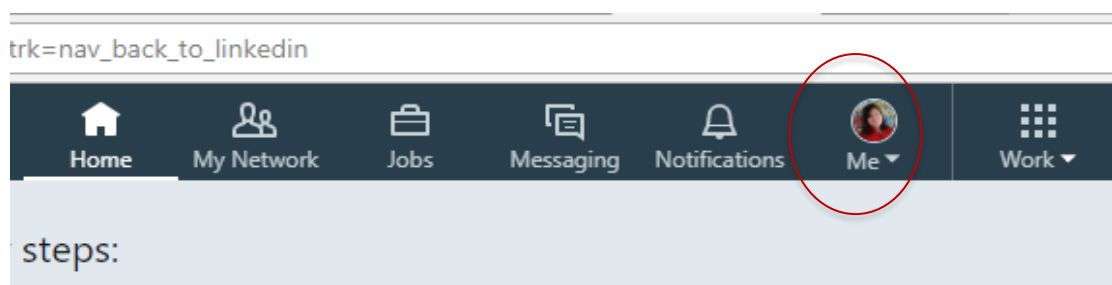


4. You will be asked to confirm your account. Tap your name. Wait for the connection process to finish. You will know it is done when you see Disconnect on the page. Congratulations! Your WordPress and LinkedIn accounts are now connected. Every time you publish a blog, it will be posted as an update on LinkedIn and will appear on your newsfeed.

Connecting LinkedIn and Twitter

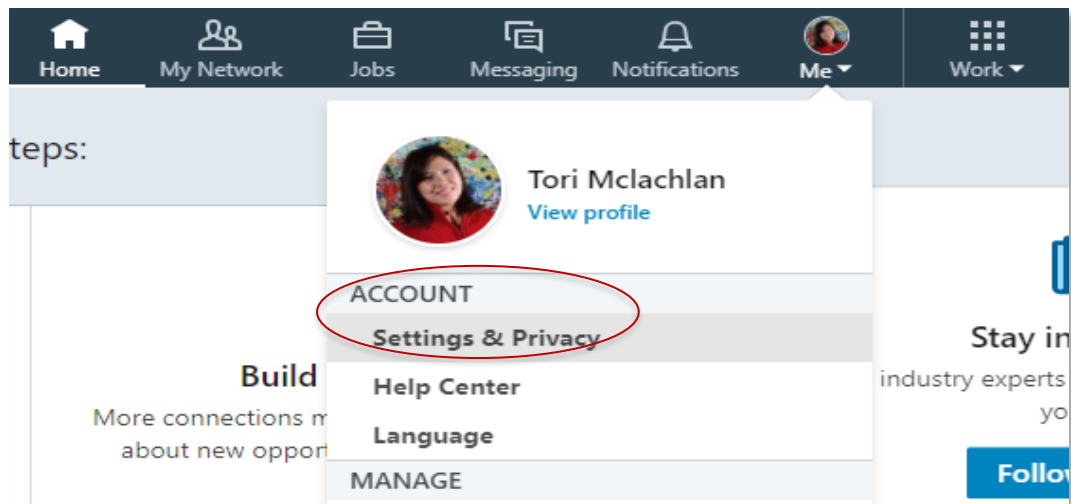
If you add a Twitter account²² to your LinkedIn profile, your updates on LinkedIn can automatically appear in your Twitter feed. This is a good way to share your activities to your connections outside of LinkedIn, and eventually stimulate their interest to also connect with you via LinkedIn. From your Twitter account, you can share LinkedIn jobs, news, and more. To learn how to connect the two social accounts, follow the succeeding steps.

1. Click the **Me** icon at the top of your LinkedIn homepage to open the dropdown menu.

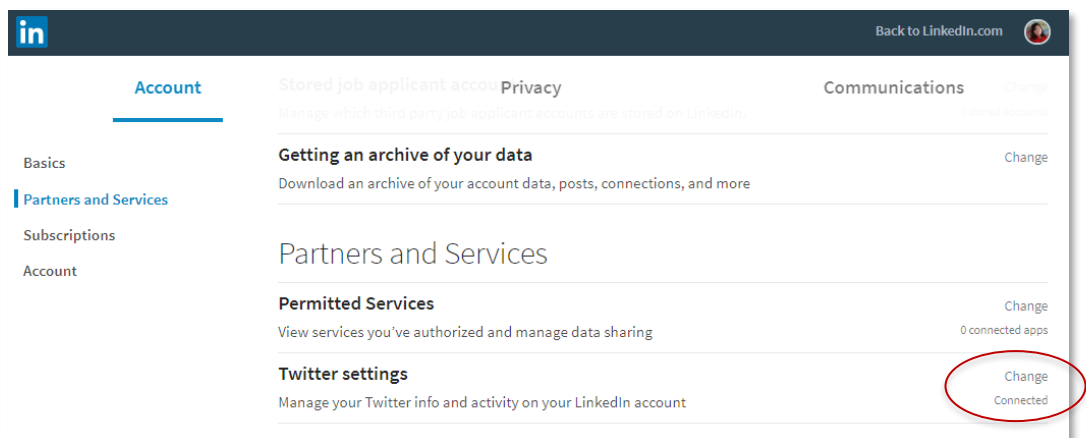


2. Select **Settings & Privacy** from the dropdown to open the page.

²² See MT4T e-Book on "Twitter for Teachers" at <http://www.seameo-innotech.org/mt4t/e-book/teachers-use-of-blogs/>

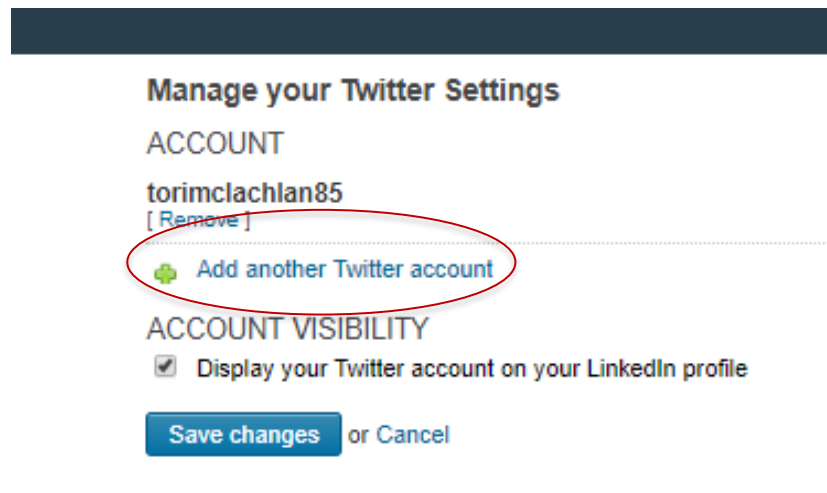


3. Under the **Partners and Services** section of the **Account** tab, click **Change** next to **Twitter settings**.



(Note: If you are not signed in to your Twitter account, you will be prompted to connect first.)



4. This will open the **Manage your Twitter Settings** page. From here, you can either **add** or **remove** a Twitter to your  **LinkedIn** profile. Choose **Add another Twitter account** to connect your personal Twitter account to LinkedIn.

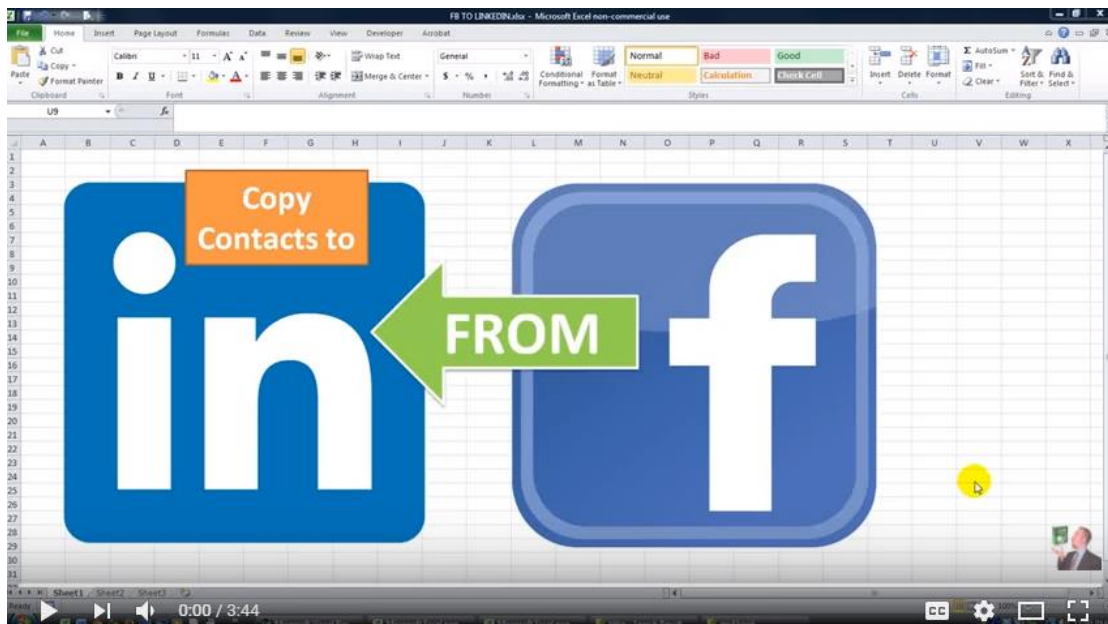


(Note: If you have several Twitter accounts, make sure that you are signed in to the Twitter account that you want to add.)

5. Click **Save changes** when you are done. Congratulations! You just integrated your Twitter account to your LinkedIn profile.


Connecting LinkedIn and Facebook

Facebook currently does not have a feature that allows its members to connect directly to  **LinkedIn**. However, there are ways to work around this issue and one such example is by linking Facebook contacts to  **LinkedIn**. Watch this [YouTube video](#) for an easy step-by-step guide on how it can be done or tap on the image below to direct you to the page.



Conclusion


LinkedIn is for Career Growth

Every teacher needs a  LinkedIn profile not just for finding the right job, but also to connect with colleagues, show that you are up-to-date on contemporary social media, and follow influencers and companies. To know more about these and other reasons, read the following excerpt from “7 Ways Teachers Should Be Using LinkedIn to Help Their Careers”:²³

1. **Connect with old and current colleagues.** *If you have friends and colleagues from previous employment or study experiences, LinkedIn is the place to reconnect. Having well-respected education professionals as direct connections on LinkedIn can go a long way. Maybe your next interviewer will have one in common... and just like that, you'll have your foot in the door.*
2. **Share your resume.** *At its core, LinkedIn is an online resume. Post your personal summary, employment history, volunteer experience, activities and interests, skills, and more. This may be the first version of your resume an employer sees. LinkedIn has streamlined the process of getting your resume onto the desk of people who matter.*
3. **Show that you are active and up-to-date with contemporary professional social media.** *Sometimes recruiters, hiring managers, and principals will search for teaching candidates on LinkedIn just to see if they've invested the time and effort in creating a profile and presence. Being active on the website shows that you have a commitment to your career and to your career-based relationships.*
4. **List your skills and gain endorsements from your connections.** *Overseas and at home, teachers with specialized skills are a hot commodity. You can use LinkedIn to list your skills. Then your connections can see your listed skills and endorse you for skills they know you have. Teaching English as a foreign language listed as a skill and backed up with 25 endorsements looks a lot better than not having a LinkedIn profile.*
5. **Gain recommendations.** *Gone are the days of requesting letters of recommendation from trusted colleagues. LinkedIn provides the space for others to recommend you based on your past employment and projects shown on your profile. Of course, if someone writes something you don't agree with, it won't be shown on your LinkedIn profile.*

²³ Brett Montrose. (20 October 2015). *TeachAway*. “7 Ways Teachers Should Be Using LinkedIn to Help Their Careers.” Last accessed on 14 December 2017, <https://www.teachaway.com/2015/10/20/7-linkedin-features-teachers-should-be-using>.

6. **Promote and share your extracurricular activities.** *Do you have a blog about your classroom or a sports team that you coach outside of work hours? Relevant research or a side venture? LinkedIn is the place to share extra-curricular activities that highlight your skillset.*
7. **Follow influencers and leading institutions.** *LinkedIn has introduced features that allow users to follow influencers and companies that interest them. If you have a model teacher or education researcher-writer you look up to, or an education council that interests you, there's a good chance you'll find them on LinkedIn. Here is a great place to engage in meaningful discussions, share what you read, or simply to gain insight on what thought leaders are talking about.*

For your continued career growth and development, you are encouraged to explore "LinkedIn Learning," accessible from the  **LinkedIn** website. It is an inexpensive way to consume content that can help you become a better professional. To learn more about it, read "How to Use LinkedIn Learning for Professional Development."²⁴

MT4T has several other resources intended to help you grow personally and professionally, to enhance your competence in the use of mobile devices for education, and to capacitate you in promoting higher order thinking skills among your students. Remember that you can freely download these resources from the website and install them in your mobile device for your own consumption at your convenience. To find out more about other MT4T resources, log on to <http://www.seameo-innotech.org/mt4t>.

²⁴ Michael Guta. (21 March 2017). *Small Business Trends*. "How to Use LinkedIn Learning for Professional Development." Last accessed on 14 December 2017, <https://smallbiztrends.com/2017/03/how-to-use-linkedin-learning.html>.

This e-book on **LinkedIn for Teachers** will guide you in using LinkedIn as a platform to establish and expand your professional learning network, and as a tool to showcase your professional expertise, experiences and accomplishments. You can also use this to connect to your other social media accounts, like a WordPress blog site that you may have.



Mobile Technology for Teachers (MT4T) is a project of the Southeast Asian Ministers of Education Organization Regional Center for Educational Innovation and Technology. Learn more about the project, access its FREE resources, and stay up-to-date through the following:

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