



Prifysgol Cymru
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University of Wales
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Essential Skills

Link In and Learn

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



www.uwtsd.ac.uk

Link-In and Learn

Session Objectives

During this session you will be:

- Develop your understanding of networking
- Explore your personal brand
- Evaluate LinkedIn Profiles of professionals

This session will be of value to your assessments in your taught modules, as you will be able to make connections between your academic interests and your emerging profile as a professional.

Session Schedule

- Understanding Networking – 35 Mins
- How to use LinkedIn– 35 mins
- Evaluating LinkedIn Profile examples – 35mins

Understanding Networking



Networking

Watch the video and discuss the points raised.

Is networking really that important?

How do you maximise networking events?



My Career resource



- Access the DOs and DON'Ts resource.
- In pairs or small groups, watch the video.
- Note down three tips that you think are most important to remember?

Explore your personal brand

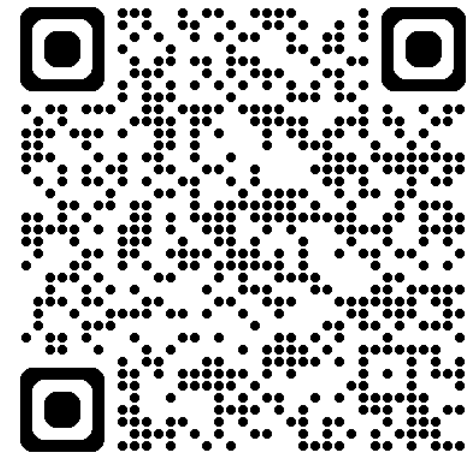


LinkedIn is an important online networking site for professionals.

In groups or independently:

- access the resources.
- complete the MyCareer training tool.

How to use LinkedIn - My Careers interactive short course



Share and discuss

What were your quiz results?

Reflect on what you learned from this LinkedIn focused activity.

Which points did you find surprising?

Which points will you apply in the future?



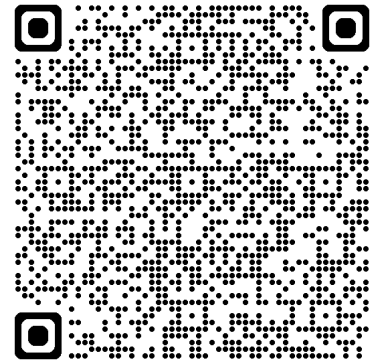
Evaluating LinkedIn Profile examples

LinkedIn Etiquette.

Before we evaluate four profiles.

- Watch the video about LinkedIn etiquette.
- Make notes on the key pieces of advice.

The DOs & DON'Ts of
LinkedIn etiquette



Evaluate

Evaluating LinkedIn Profiles



Profiles

- ▼ Evaluate LinkedIn Profiles
 - Profile 1 - Liam.pdf
 - Profile 2 - Sarah.pdf
 - Profile 3 - Jake.pdf
 - Profile 4 - Aisha.pdf

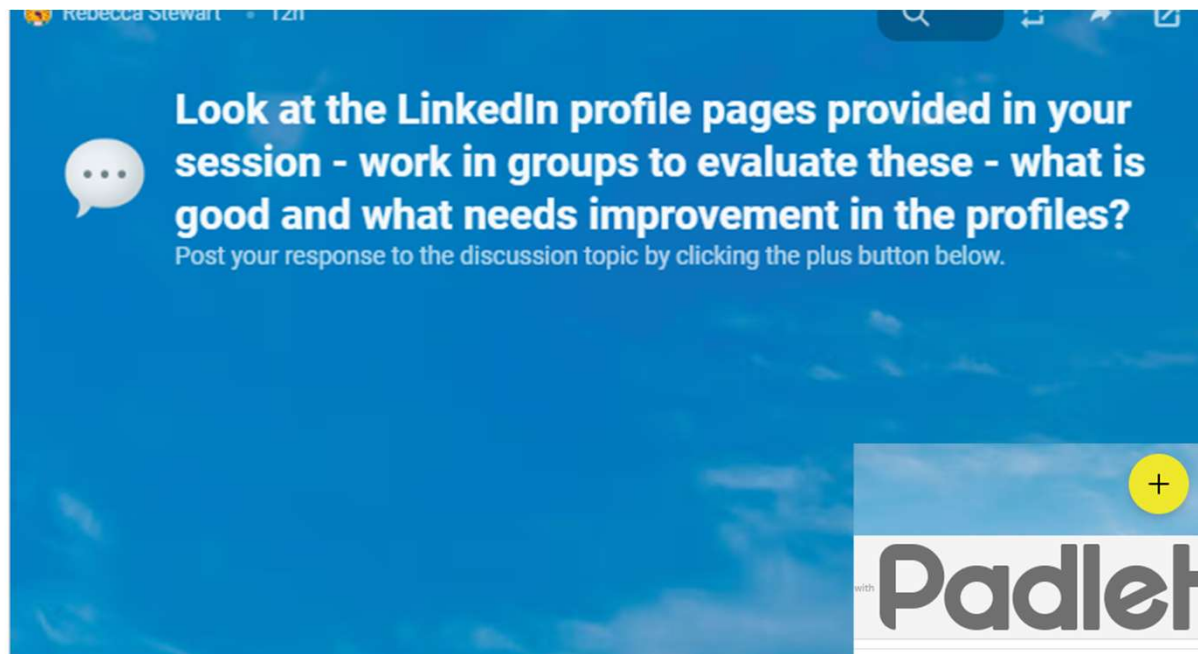
You have been provided with four examples of LinkedIn profiles.

Working in pairs or small groups:

- Read each profile.
- Evaluate the strengths and weaknesses of each.
- Which Do's and Don't did they adhere to?

Share and reflect

Access the session Padlet via Moodle.



- Add a post about good points of one or two profiles.
- Add a post about the areas for improvement for one of your chosen profiles.
- Use professional and constructive language.

Reflect

- Do you have a LinkedIn profile or social media presence?
- Have you followed the advice given today?
- Will you adapt or develop your profiles?
- Think about your personal brand, how would a stranger evaluate your profile?



Your Personal Progress Padlet

There is no assessment attached to your Essential Skills sessions. However, you should maintain your personal progress Padlet.

After each week, add to your personal progress Padlet.

What should you include in a personal progress Padlet ?

Include:

- What you have done in your session.
- What key points have you learned.
- How you intend to apply learnings to your module assessments and onward professional development.

Traffic Light *it*



	<i>Where is your learning at ?</i>
Red	I have misunderstood some of the topics. (write down 2 questions that you need help with)
Amber	I have understood most of the topics so far (write down 1 question and 1 key theme you have understood)
Green	I have understood the topics so far (write down 2 key themes from the session to show your understanding)