LinkedIn & Linked Up: How to Use LinkedIn to Help Your Career Goals

Project Overview

Our team, The Bookworms, includes Nikki Garbett (team leader), Valerie Darling, Lauren DuBois, and Vanessa Wilson. Our project “LinkedIn and Linked Up: How to Use LinkedIn to Help Your Career Goals” is an academic service provided to graduate students in the Department of Information Science (DIS) at the University of North Texas (UNT).

We are certified as LinkedIn Certified Professional Recruiters and will be partnering with UNT Career Services for this project. By collaborating with UNT Academic Librarians, will provide an interactive presentation to Information Science graduate students on the creation and usage of a LinkedIn account. The goals of the training session are to highlight the importance of building and maintaining a LinkedIn profile as a means of establishing a professional social media presence, facilitating industry connections, and utilizing the platform to find and apply for library & information science jobs. UNT DIS graduate students are also expected to include a LinkedIn account as part of their ePortfolio requirements for graduation if they enrolled in the program in Fall 2019 or after.

The in-person training session will be held at UNT’s Discovery Park Library with the option for students to join remotely via Zoom. Following the event, the recorded session will be posted to UNT online locations for future reference.

Needs Assessment

LinkedIn training is vital to UNT Department of Information Science graduate students because it can align potential careers for their future. We will gather information from multiple sources to gain a full understanding of the need for LinkedIn training. First, we will evaluate how many graduate students have a LinkedIn profile. To accurately assess the need for training, we will use data from focus groups, polling, and observation of students. By investigating, asking many questions about graduate students' LinkedIn user experience can help support the need for this service. Every question asked will be consistent with one another.

Second, with the data gathered we get a general census for the need for training. Statistics show that LinkedIn is a way to begin your career's personal branding. LinkedIn has more than doubled since 2010 and graduate students need a jump start to their careers. There are over 660 million registered members across the globe. According to the Pew Research Center's study, LinkedIn shows that 50% of users are college students and over 44% of users earn around 75K annually (Osman, 2020). In fact, over 75% of users who had changed careers used LinkedIn to inform employers of their decision. The power LinkedIn holds is important to a graduate student's success because it puts users directly in contact with employers. In addition, there are "over 30 million companies that have profiles on LinkedIn" (Iqbal, 2020). Like references asked upon an interview, LinkedIn offers users the ability to be endorsed by other users. *Please refer to Appendix A for an overview of the survey questions and format.*

Marketing Plan

Our marketing plan begins with a collaboration between the UNT Career Center and the UNT Libraries. From there, we will expand outward to reach as many DIS graduate students as possible. Our marketing timeline will be as follows:

At four weeks out, we will create, print, and post flyers around campus. We will also distribute 4up flyers (four flyers to one 8.5x11 sheet) to the campus libraries and the Career Center for students to take with them when they leave. We would post Facebook Events for the: UNT Career Center, UNT Libraries, and UNT College of Information (hosts) who will then share the event with Facebook groups such as the UNT Library and Information Sciences Student Association (LISSA) and UNT Student Activities. We will encourage students of these organizations to cross-post for maximum engagement. At this time, we will work to schedule a a virtual “happy hour” with UNT LISSA. During this virtual happy hour, we will introduce ourselves, explain our backgrounds as LinkedIn Certified Professional Recruiters, and request informal feedback from students on their LinkedIn knowledge. We will personally invite all attendees to register for and attend the presentation. We will also submit a script to the campus radio station, KNTU, so that they may announce the upcoming event on the air.

At three weeks out, we will continue to push our event via social media: Facebook, Twitter, LinkedIn, and Instagram. We will also expect that some word-of-mouth marketing is happening as we continue to ensure that our print flyers are visible and present around campus.

At two weeks prior to the event, we will send an email via GraduateSchool@unt.edu with a flyer attachment, including the Zoom Meeting ID so

that students may watch the presentation remotely, and a calendar invitation so that students may add the presentation date to their calendar directly. We will also send an email with a flyer attachment to all DIS graduate school professors and adjuncts encouraging them to share the presentation details with their classes. Social media sharing continues.

At one week away from the event, we will push the Facebook events on all three “hosts” profiles. We will include text encouraging students to mark “going” or “interested” to gather an estimate of how many people plan to attend. We will also put a digital ad in the North Texas Daily newspaper. Our social media push on other platforms continues.

On the day before the event, we will employ a strong social media push across all platforms and handles with messages like “Don’t forget!” and “There’s still time!” We will also send a reminder to the UNT Career Services and UNT Libraries to mention the event to any students who come into their respective offices and hand them flyers.

On the day of the event, we will push social media across all platforms and handles. The focus of these messages will be urgency and timeliness. We will also start using the stories feature on Instagram for the UNT Career Center with a countdown to the presentation. Finally, reminder posts will go out on UNT Libraries and UNT College of Information social media pages as well.

The media types used throughout our marketing campaign will include print such as flyers at the UNT Libraries and the UNT Career Center as well as campus billboards. We will use digital media including social media on Facebook, Twitter, Instagram, and LinkedIn. We will also utilize the radio to get the word out about our upcoming event.

Please refer to Appendix B for a breakdown of media types and platforms and Appendix C to see examples of marketing materials.

Evaluation Plan

To evaluate this service, our primary tools will be a variety of surveys after the training session is complete. All attendees will receive the first survey electronically via the email address required for event registration. The attendees will be notified at the close of the training session that they will be receiving a survey via email and their responses are appreciated to improve future sessions. The questions will cover the attendee's personal experience with their LinkedIn profile development, the overall satisfaction with the service, personal learning outcomes, and suggested improvements.

The second set of survey questions in the form of an email or a conference call, whichever is preferred by the recipient, will be sent to the ePortfolio administrators for the Department of Information Science to gain personal insight as to whether there has been marked improvement after the training event and to determine if there are specific areas in need of improvement. Six months after attending the event, a third survey will be sent via email to all attendees regarding whether they have had success using LinkedIn as an employment and career networking tool. If the response rate and feedback from attendees on Survey #1 are low, those questions may be combined with Survey #3 to ensure a higher rate of returned responses. For now, the surveys are separate in the hopes that we will gain both immediate and six-month delayed feedback after the training. *Please refer to Appendix D for an overview of the survey questions and format.*

If we do not receive an adequate number of responses to the attendee surveys, we plan to reach out to some of the professors in the UNT Department of Information Science to see if they would consider offering extra credit to students for responding to the survey. A survey response would be a requirement for the extra credit. If this is not a viable option, we plan to explore additional avenues such as a discount on textbooks/books/e-books, food/restaurant coupons, or other incentives. The incentives would be donated by vendors and discount codes would be provided upon completion of the survey. The details of an incentive program, if warranted, would need to be explored further and would only be introduced after an unsatisfactory number of survey responses.

Invitations to attend the archived training session will also be extended to faculty during any “needs assessments” or casual discussions, while setting the expectation they will provide feedback afterward. Responses to all surveys and emails will be compiled and discussed by the developers and presenters of this event seven months after the event has taken place. This time frame will allow adequate time to gather survey responses from all three surveys. Should the need arise to convene earlier and discuss results, the analysis will be split into two meetings. Any feedback from casual discussions with staff and students will also be presented and discussed at the meeting, along with any general suggestions for future enhancements which may include additional topics, more in-person sessions, or tailoring the presentation to meet the needs of another department. Areas for improvement will be identified based on the compounded results and feedback, and the presentation and/or surveys will be updated as needed once a consensus is obtained from the group to proceed.

Member Contributions

- Nikki Garbett
    - The initial collaboration with the team regarding brainstorming for topic proposal and a rough outline of other sections (see Canvas discussions)
    - Created a LinkedIn profile and wrote out a rough outline of steps taken to create (see Canvas). Took multiple screenshots of the process, along with additional ones to cover learning outcomes. Uploaded to Canvas for Valerie and Lauren to use for PPT presentation
    - Composed the Evaluation section (above) and drafted the three sets of survey questions, referencing the notes from Canvas for the third survey.
    - Setting reminders, suggesting draft deadline, and opening discussion on task division in Canvas
    - Submission of work products in Canvas (as team leader)
- Vanessa Wilson
    - Suggested GroupMe as our main source of point of contact
    - Created the original shared OneDrive Word document
    - Created the original shared OneDrive PowerPoint Presentation
    - Added content and text to Word document and PowerPoint Presentation
    - Created Needs Assessment content on the Word document
    - Included references from relevant literature
    - Provided data collection instruments for Needs Assessment
- Lauren DuBois
    - Developed project topic and proposal template/content

    - Facilitated initial project discussions & identified resources in Canvas
    - Created PPT content: Learning Outcomes, Benefits of Using LinkedIn, Utilize Your Headline, Capture Attention, Who Should You Connect, full Learning Outcome #7 section, Closing Summary, & Thank You slide
    - Created Project Overview content on the Word document
    - Merged and formatted Word document team contributions (font normalization, appendices, verb tense, etc.)
- Valerie Darling
    - Created the marketing plan and timeline (above)
    - Created all marketing and design content in Appendix B and C
    - Edited all screenshots for the PowerPoint in Adobe so that no personal information would be shown
    - Supplemented additional screenshots as needed
    - Created PowerPoint background
    - Created PowerPoint content: all images, all slides with images on them, and the rough outline of the presentation

References

Iqbal, M. (2020, March 24). *LinkedIn usage and revenue statistics (2020*). Business of Apps. https://www.businessofapps.com/data/linkedin-statistics/

Learning LinkedIn Recruiter (n.d.) *Home* [LinkedIn page]. LinkedIn. Retrieved January 20, 2020 from https://www.linkedin.com/learning/learning-linkedin-recruiter-5?replacementOf=learning-linkedin-recruiter-2017

Osman, M. (2020, April 10). *Mind-blowing LinkedIn statistics and facts (2020)*. Kinsta. https://kinsta.com/blog/linkedin-statistics/

Appendix A – Needs Assessment: Survey Template Language

LinkedIn and Linked Up: Needs Assessment Survey

1. Have you heard of LinkedIn? If yes, how? _ _ _

Appendix B – Marketing Platforms

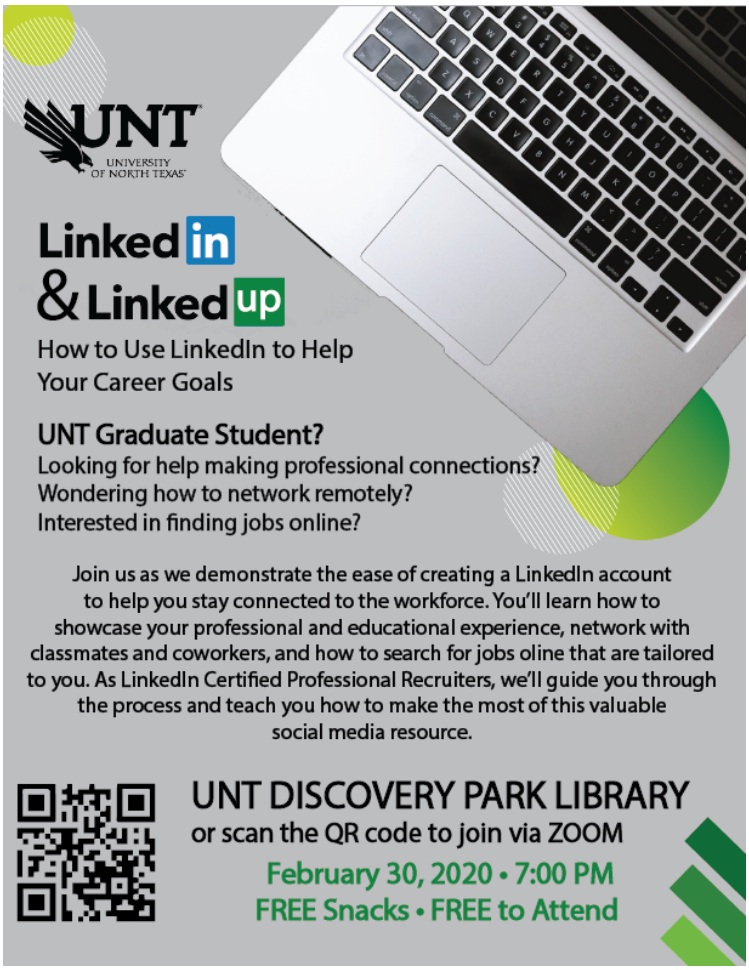
- *Print Flyers*
    - UNT Libraries (Willis, Eagle Commons, Media, Discovery Park)
    - UNT Career Center
    - UNT Campus Billboards
- *Digital*
    - UNT LISSA (Facebook, Twitter, Instagram, LinkedIn, Canvas, OrgSync)
    - UNT College of Information (Facebook, Twitter, Instagram, LinkedIn)
    - UNT Career Center (Facebook, Twitter, Instagram)
    - UNT Libraries (Facebook, Twitter, Instagram)
    - UNT Student Activities (Facebook)
    - The Community of Information Professionals (Canvas)
    - Houston Program Hub (Canvas)
    - North Texas Daily Digital Ad
- *Radio*
    - KNTU Campus Radio

Appendix C – Marketing Materials

UNT Career Center – Instagram Story – Day Of

Instagram Story – 1 Week Out

Campus Print Flyers - 4 Weeks Out



UNT Graduate School Email – 2 Weeks Out

UNT Announcement: Graduate Workshop - LinkedIn & LinkedUp

GraduateSchool@unt.edu <GraduateSchool@unt.edu>
2/24/20 3:00 PM

To: eaglemsg

Greetings Graduate students!

We invite you to attend the Graduate Workshop - **LinkedIn & LinkedUp: How to Use LinkedIn to Help Your Career Goals**. In this informative workshop, our team of LinkedIn Certified Professional Recruiters will guide you through the process of creating a professional LinkedIn profile.

During this free workshop you'll learn how to:

- Establish a professional social media presence
- Facilitate industry connections
- Utilize the platform to keep up-to-date in the workforce
- Search and apply to jobs

Join us as you get ahead on your road to success and learn the best way to showcase your hard work.

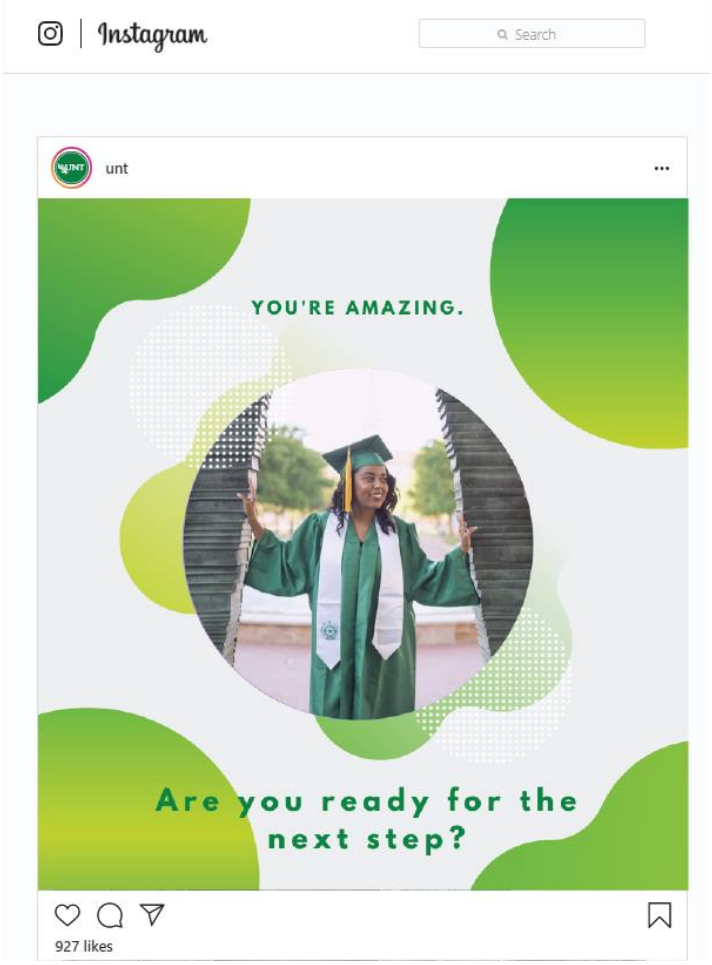
LinkedIn & LinkedUp: How to Use LinkedIn to Help Your Career Goals
UNT Discovery Park Library
or via ZOOM (Meeting ID: 635 520 305)
February 30, 2020 • 7:00 PM

Note: The Department of Information Science expects its graduate students to include a LinkedIn profile as part of their ePortfolio requirement if you enrolled in the program in or after Fall 2019.

The attachment(s) can be found at:
http://bit.ly/link

Twitter Post

Instagram Video



Appendix D – Evaluation: Survey Template Language

A. Survey #1: *To be sent via email to event attendees immediately after completion of the training session. (Potentially to be combined with Survey #3 questions and sent out in six months if response rates are low.)*

Greetings <insert attendee name>,

Thank you for attending "LinkedIn and Linked Up: How to Use LinkedIn to Help Your Career Goals" on <insert date>. We hope that you found the event informative and useful. To ensure that future sessions meet the needs of students and contain relevant content, we would appreciate a few minutes of your time to complete the following questions regarding your experience. Many thanks in advance and we wish you success in all your endeavors!

LinkedIn and Linked Up: Assessment Survey

1. On a scale of 1 to 5, with 1 being terrible and 5 being excellent, please rate your overall satisfaction with "LinkedIn and Linked Up: How to Use LinkedIn to Help Your Career Goals."

   1 2 3 4 5

2. On a scale of 1 to 5, with 1 being not at all and 5 being very, how confident are you that you will be able to create an effective LinkedIn profile?

   1 2 3 4 5

3. What was your **favorite** aspect of the presentation?

   Response:

4. What was your **least favorite** part of the presentation and/or what would you improve?

   Response:

5. Would you recommend this presentation to others? Why or why not?

   Response:

6. May we contact you to discuss any of your responses? If so, please provide the details of your preferred method of contact.

   Response:

B. Survey #2: *To be administered to the UNT ePortfolio administrators for the UNT Department of Information Science three-to-six months after the event (via email or conference call per recipient preferences).*

LinkedIn and Linked Up: DIS Assessment Survey

1. Since the "LinkedIn and Linked Up: How to Use LinkedIn to Help Your Career Goals" on <insert date>, what improvements, if any, have you noticed in the LinkedIn profiles associated with the ePortfolios you have reviewed?

   Response:

2. In your opinion, what areas of student LinkedIn profiles could be improved?

   Response:

3. Are there any topics regarding the Library Science or Information Science fields that you would suggest we add to future LinkedIn training events?

   Response:

4. Any additional comments, questions, suggestions?

   Response:

C. Survey #3: *To be sent via email to event attendees six months after the training session.*

Greetings <insert attendee name>,

Thank you for attending "LinkedIn and Linked Up: How to Use LinkedIn to Help Your Career Goals" on <insert date>. We hope that you found the session informative and useful. To ensure that future sessions meet the needs of students

and contain relevant content, we would appreciate a few minutes of your time to complete the following questions regarding your experience. Many thanks in advance and we wish you success in all your endeavors!

LinkedIn and Linked Up: Assessment Survey

1. Are you currently employed (Y/N)?

   Response:

2. If yes, do you believe your LinkedIn profile played a role in obtaining that employment?

   Response:

3. Do you continuously update your LinkedIn profile (Y/N)?

   Response:

4. Do you use LinkedIn to keep up with peers, network, seek employment opportunities, and/or monitor current workplace trends (Y/N)? If yes, please describe.

   Response: