



# CLC & Capstone

In this assignment, you will create your own LinkedIn profile! Start by reading some initial hints about building a great student LinkedIn profile:

## [Building a Great Student LinkedIn Profile](#)

Next, join LinkedIn. To join LinkedIn and create your profile:

1. Navigate to the [LinkedIn sign up page](#).
2. Type your first and last name, email address, and a password you'll use. You must use your true name when creating a profile.
3. Click *Join now*.
4. Complete any additional steps as prompted.

LinkedIn has formed a helpful "inlearning" course to help new users, particularly students, maximize the benefits of their LinkedIn profile. Watch each short video for help on the following:

Setting up a new LinkedIn account: [https://www.linkedin.com/learning/learning-linkedin-for-students/set-up-a-new-linkedin-account\\_site.\)](https://www.linkedin.com/learning/learning-linkedin-for-students/set-up-a-new-linkedin-account_site.)

Adding a photo and background image: <https://www.linkedin.com/learning/learning-linkedin-for-students/add-a-photo-and-background-image>

Personalizing your headline: <https://www.linkedin.com/learning/learning-linkedin-for-students/personalize-your-headline>

Adding a summary: <https://www.linkedin.com/learning/learning-linkedin-for-students/add-a-summary>

Adding work or volunteer experience: <https://www.linkedin.com/learning/learning-linkedin-for-students/work-experience-or-volunteering>

Adding an education section: <https://www.linkedin.com/learning/learning-linkedin-for-students/education>

Adding skills and endorsements: <https://www.linkedin.com/learning/learning-linkedin-for-students/add-skills-and-endorsements>

When you have set up your LinkedIn profile, send a link to your teacher. Make sure the following is complete on your profile:

<ul style="list-style-type: none"><li>• photo and background image</li></ul>	<ul style="list-style-type: none"><li>• education section</li></ul>
<ul style="list-style-type: none"><li>• personalized headline</li></ul>	<ul style="list-style-type: none"><li>• summary</li></ul>
<ul style="list-style-type: none"><li>• employment or volunteer experience</li></ul>	<ul style="list-style-type: none"><li>• skills and endorsements</li></ul>

**Note:** you will want to keep your LinkedIn profile as private as possible while you are developing your page. Until your page is complete, you should consider not adding your email contacts. As well, keep your profile more private by following these instructions:

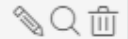
1. Sign in to your LinkedIn account.
2. Click on the “Settings” link located under your name on the top right end corner of your profile home page.
3. Select the “Profile” settings tab.
4. Select “Edit your public profile”
5. Then choose the “Make my public profile visible to no one” radio button.

This should help with your privacy settings while you are completing your profile!

Most importantly, before you share your profile with anyone, please make sure your profile is **easy to read, professional in tone, and free of spelling and grammatical errors.**

Assessment

## LinkedIn Profile Rubric



Criteria	Ratings				Pts
<p>Required Elements</p>	<p><b>4.0 pts</b> <b>100%</b> The profile includes all required elements as well as additional information.</p>	<p><b>3.0 pts</b> <b>75%</b> All required elements are included in the profile.</p>	<p><b>2.0 pts</b> <b>50%</b> All but one or two of the required elements are included in the profile.</p>	<p><b>1.0 pts</b> <b>25%</b> Several required elements are missing from the profile.</p>	<p>4.0 pts</p>
<p>Organization</p>	<p><b>4.0 pts</b> <b>100%</b> The profile is exceptionally attractive in terms of design, layout and neatness. It is easy to follow and understand.</p>	<p><b>3.0 pts</b> <b>75%</b> The profile is attractive in terms of design, layout and neatness. It is easy to follow and understand.</p>	<p><b>2.0 pts</b> <b>50%</b> The profile is acceptably attractive though it may be a bit messy. May be unorganized and hard to follow.</p>	<p><b>1.0 pts</b> <b>25%</b> The profile is messy and poorly designed.</p>	<p>4.0 pts</p>
<p>Creativity</p>	<p><b>4.0 pts</b> <b>100%</b> Several components in the profile demonstrate an exceptional degree of creativity in their creation and/or display.</p>	<p><b>3.0 pts</b> <b>75%</b> A few of the components in the profile demonstrate a degree of creativity in their creation and/or display.</p>	<p><b>2.0 pts</b> <b>50%</b> A component or two in the profile demonstrate a degree of creativity in their creation and/or display.</p>	<p><b>1.0 pts</b> <b>25%</b> Student does not demonstrate or display creative components in the profile.</p>	<p>4.0 pts</p>

Total Points: 12.0