
OTAN Tech Talk: LinkedIn for Adult Educators July 13, 2018

Objective: Participants will learn how to do the following in LinkedIn:

- ✓ Create an account and set up a profile
- ✓ Network with colleagues and get endorsements
- ✓ Search for jobs; research potential employers
- ✓ Post jobs; research candidates
- ✓ Publish original content (articles, videos)

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LinkedIn for Adult Education
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Additional Resources

✓ Create an account

- LinkedIn Help Center:
<https://www.linkedin.com/help/linkedin>

✓ Set up a profile

- What you'll need to set up your profile:
<https://cesp.rutgers.edu/6-ways-teachers-enhance-their-linkedin-profile>
- Create banner using free LinkedIn template/parameters: www.canva.com

✓ Networking, Recommendations & Endorsements

- 7 Ways Teachers Should Be Using LinkedIn to Help Their Careers
<https://www.teachaway.com/blog/7-ways-teachers-should-be-using-linkedin-help-their-careers>
- Educators & LinkedIn: There Is a Place for You
<https://www.weareteachers.com/educators-linkedin-there-is-a-place-for-you-2/>

✓ Publish original content (e.g. articles and videos)

- Best Practices for Sharing Content on LinkedIn (topic ideas!)
<https://www.linkedin.com/help/linkedin/answer/84813>
- Publishing Articles on LinkedIn
<https://www.linkedin.com/help/linkedin/answer/47445>
- Sharing a Video on LinkedIn
<https://www.linkedin.com/help/linkedin/answer/83106>
- Find royalty-free photos to integrate into articles: www.unsplash.com
- Create free infographics: www.canva.com



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