

Lesson Plans for teachers which will be used for the MeLDE ACADEMY.

Module Name: Online Communication & Collaboration	
Topic Title: Self-Promotion and Managing Digital Identity	
Lesson Plan 3 – Self-Promotion – Introduction to LinkedIn	
Duration: 45 – 60 minutes	
Aim	This lesson aims to introduce students to self-promotion online through the LinkedIn platform.
Target Group	Secondary School Students
Facility/ Equipment	<ul style="list-style-type: none"> ➤ Classroom ➤ Projector ➤ Laptops ➤ Internet Access ➤ White Board
Tools/ Materials	<ul style="list-style-type: none"> ➤ If you do not have a LinkedIn account or you do not wish to share yours with your students, create one beforehand to use in the class. ➤ Handout 'The 6-steps to make your LinkedIn profile stand out'
Main Activity	<p>1. Introduction (10 mins)</p> <p>As a follow up from the previous lesson, open up the discussion by telling your students that their online presence matters as technology has changed the way we apply for jobs and promote ourselves too. Hence, it is time to take our online career presence seriously, and a simple way to start doing this is through a LinkedIn account.</p> <p>2. Intro to LinkedIn (10mins)</p>

	<p>Spend a few minutes to introduce your students to LinkedIn and on the projector you can show them some of the main features and what they can use it for.</p> <p>Activity 1: Explore LinkedIn environment (15 minutes)</p> <p>Split students in groups of 3 and allow some time for your students to explore the LinkedIn environment through the teacher's account created for the purpose of this lesson.</p> <p>Activity 2: How to make your profile stand out (20 minutes)</p> <p>Share with them the handout 'The 6-steps to make your LinkedIn profile stand out' and provide guidance on start building their own profile.</p> <p>3. Wrap Up (5 minutes)</p>
<p>Assessments</p>	<p>Test - Multiple Choice, True/False, Matching</p>