

LINKEDIN GROUPS PRACTICE

MOOC	Job Hunting 4.0
Activity title	How to find a job and improve your personal brand using LinkedIn Groups

LEARNING OBJETIVES

In this activity our students learn how to use LinkedIn groups to find a job and how to improve their personal branding.

ACTIVITY DESCRIPTION

Briefing:

1. First step to do: Students have to join our EPBE LinkedIn Group:

→ <https://www.linkedin.com/groups/8544711> and learn how to use LinkedIn Groups to find a job and improve their personal brand.

2. Second step to do: Download the new app for LinkedIn Groups.

3. Third step to do: Invite others to join our EPBE LinkedIn Group : 5 friends

4. Fourth step to do: Start a conversation:

- ask questions,
- share your doubts,
- share tips about finding a job and how to improve your personal brand
- Share a job

LinkedIn Groups Information:

Groups Getting Started:

→ <https://www.linkedin.com/help/linkedin/answer/1164>

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How to start a conversation:

- <https://www.linkedin.com/help/linkedin/answer/1622/starting-a-conversation-in-groups?lang=en>
- <https://www.linkedin.com/pulse/5-ways-start-conversations-linkedin-groups-schmidt-cprw-cpcc-cejp>

Sharing Links in Groups: Best Practices:

- <https://www.linkedin.com/help/linkedin/answer/1273>

Sharing Ideas, Questions, Articles, and Links:

- <https://www.linkedin.com/help/linkedin/answer/434>