

## **LinkedIn Level 2 - Making Connections and Searching Effectively**

### **Student/Scholar Learning Outcomes (SLOs) and Tasks to Earn a Digital Badge**

#### **Badge Description**

The LinkedIn 201 badge shows that the recipient has not only completed the previous badge (LinkedIn 101) but has actively sought out peer feedback on their profile, and has created a plan for short and long term improvements in how they use LinkedIn. The content of the workshop associated with this badge, along with the individual plan, is less focused on the profile and more on how recipients post to LinkedIn, use the features of LinkedIn, and effectively grow their network of connections.

#### **Required tasks for this microcredential will be**

1. Have already earned the LinkedIn Level 1 digital badge
2. Submit your updated, post-workshop profile for review. Your profile must have made modifications based on previous review, and extended your profile based on Level 1 and Level 2 sessions.
3. Submit a written plan for LinkedIn usage in the following areas: connection strategy; affiliation strategy (mentions, groups, likes); marketing strategy. Include benchmarks for monitoring your plan
4. Submit a peer review of your profile to the Graduate Division (following the same criteria used by the Graduate Division in Level 1 and incorporate any recommended changes into your profile

After completing the session, those seeking this badge will email Lauren Easterling ([easterli@iu.edu](mailto:easterli@iu.edu)) requesting a review, along with your profile URL. Afterwards, Lauren will discuss potential changes with the trainee, who will incorporate changes and have this verified.