

LinkedIn Level 3 - Maximizing your LinkedIn Usage

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

Badge Description

Recipients of the LinkedIn 301 badges have completed work both on their own and in cooperation with a School team member to refine how they use LinkedIn to meet the expectations and norms of a target career path. This includes receiving feedback from individuals in a job/role similar to their target path. Additionally, recipients will show mastery of the aspects of LinkedIn an individual in the biomedical sciences would need to successfully find a job using this tool.

Required tasks for this microcredential will be

1. Have already earned the LinkedIn Level 1 digital badge and the LinkedIn Level 2 digital badge.
2. Submit updated profile for review; must have made modifications based on previous review, and extend the profile based on Level 1 and Level 2 sessions
3. Submit an updated plan for LinkedIn usage in the following areas: connection strategy; affiliation strategy (mentions, groups, likes); marketing strategy. Include metrics for monitoring the plan, and provide updates on how well you have met these metrics
4. Submit two reviews of your profile by individuals who work in roles related to your desired career path (or are recruiters/HR specialists for those career paths)
5. Meet with a representative of the Graduate Division related to your LinkedIn Level 3 training plan to review and discuss your progress towards this digital badge