

## **LINKEDIN PROFILE**

---

***At the end of this assignment, you will be able to:***

1. Connect with peers, colleagues, and industry professionals using LinkedIn.
2. Follow industry professionals who are knowledgeable about important industry trends that will impact your career options and prospects.
3. Create a Professional Portfolio that will allow you to collect and exhibit your professional profile, well-constructed examples of your work, and present the very best version of yourself to potential employers.
4. Locate information about recreation, parks, and tourism administration career fields in relation to such concerns as job availability, application techniques, and community voluntary experiences.

***Instructions:***

1. Navigate to LinkedIn.com and (if you haven't already) create your LinkedIn profile. If you decide to upload an image of yourself, make sure it is professional (pictures of you sitting on the beach in a swimsuit...or doing other non-professional things...are not appropriate here).
2. Update your profile with the year you graduated from high school, your high school name, and your major and concentration area (if selected) at Cal Poly. Make sure you list a concentration/advisor approved elective area that actually exists. For example, "Hotel Management" is not a concentration in RPTA, but "Hospitality and Tourism Management" is.
3. *Search for the RPTA 110 instructor on LinkedIn and request them as a contact.*
4. Find and follow industry professionals/companies in the career you are thinking about. For example, if you are interested in Wedding Planning, a good person to follow would be David Tuter. You can also follow large companies, like Disney or Nike.
5. Open PolyLearn in a new window and open the LinkedIn Assignment. Copy and paste the URL for your LinkedIn profile to the top of that document.
  - Make sure this is your actual LinkedIn homepage, and not your edit page.
  - Correct: <https://www.linkedin.com/in/jerushagreenwood>
  - Incorrect: [https://www.linkedin.com/home?trk=nav\\_responsive\\_tab\\_home](https://www.linkedin.com/home?trk=nav_responsive_tab_home)
6. Using the LinkedIn search tool, find an individual whose career interests are similar to your own. In the **LinkedIn Assignment text box**, summarize the educational background and career path they took to reach their current position. In your summary, reflect on the following questions:
  - **Is their undergraduate degree (if they have one) in their field?**

- **Do they engage in continuing education (have they earned certifications in aspects of their field)?**
  - **Do they contribute to the professional knowledge base by posting links to LinkedIn, writing a professional blog, hosting webinars?**
7. If the individual you select keeps their profile private, select another person for this portion of the assignment. The excuse of “this person’s profile was private” will not be accepted.

Did you request the RPTA 110 instructor as a contact in LinkedIn? Make sure you do!