

Session Plan: Activating LinkedIn Premium and setting up a profile

Delivery mode:

Face to face

Session overview:

This session will explore LinkedIn Premium for job searching and enhancing and editing their profile.

Learning objectives:

At the end of this session, learners will be able to use and navigate their Premium LinkedIn account and make edits to their profile.

Suggested session length:

This session should run for approximately 70 minutes. The facilitator to schedule breaks as required.

Prior knowledge:

Learners need to already have a LinkedIn account and their log in details ready. If they do not have an account, this can be covered in a prior session. Refer to "[How to guide: Setting up LinkedIn Premium with a discount code](#)" for more information about setting up a LinkedIn account.

Tip:

- It is recommended that the Facilitator/Digital Mentor have their LinkedIn Premium account set up before the session
- Ahead of the session, the facilitator should send their learners their individual Premium LinkedIn codes by text or email.

Digital skills covered

- Using social media
- Critical thinking (how to effectively set up their LinkedIn profile)

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Topic	Timing	Activity	Assessment	Resources
Introduction & welcome	10 mins	Facilitator introduce themselves. Icebreaker and introductions: Ask everyone to introduce themselves and share one thing they know about LinkedIn or how they use it. You can also ask questions like: • Have you used LinkedIn to look for jobs?	All learners engage This initial discussion could help you gauge your learners' understanding and experiences with LinkedIn.	Refreshments

Topic	Timing	Activity	Assessment	Resources
		- When was the last time you used LinkedIn? - When was the last time you updated your LinkedIn profile?		
Learning objectives	5 mins	Briefly talk about what you will cover today: - Activating their LinkedIn Premium Subscriptions - Setting up their profiles	This will help to make sure you are aiming your session at the right level, and everyone is on the same page.	
Discussion and presentation	20 mins	Start a discussion about LinkedIn. You can use the LinkedIn explained resource for more information. Facilitator to talk about features on LinkedIn Premium like LinkedIn Learning, job search, AI profile enhancement. On a big screen, use the instructions and images from the “How to guide: Setting up LinkedIn Premium with a discount code” to show learners how to set up LinkedIn Premium. Facilitator can	Learners complete activity and engage in discussion.	Laptop / PC Projector Notepad / Pens Whiteboard / marker pens LinkedIn explained How to guide: Setting up LinkedIn Premium with a discount code

Topic	Timing	Activity	Assessment	Resources
		also prepare their own screenshots and instructions in the presentation. Using the resource “Making a strong LinkedIn profile”, share some key points about how to effectively set up their LinkedIn profile. Consider covering the “Enhance with AI” option they can use.		Making a strong LinkedIn profile LinkedIn resource – Navigating the job market
Break	5 mins	Encourage your learners to take a break.		
Online activity	20 mins	Facilitator prompts their learners to log in to their LinkedIn account. Guide your learners to set up their Premium LinkedIn accounts. Project the instructions on a big screen so your learners can follow along. Once their accounts are set up, ask your learners to explore their profile and make updates. Offer individual support as needed.	Learners engage at their own pace.	Learners tablet or phone Wi-Fi or mobile data

Topic	Timing	Activity	Assessment	Resources
Evaluation and close	10 mins	Recap what was covered in the day's session and celebrate everyone's success. Ask learners to share one thing they are going to do with their Premium Subscription to the group. Ask your learners if they have any questions. Close.	All learners participate. Asking questions will demonstrate their understanding of the material.	