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NETWORKING AND LINKEDIN

QUICK START GUIDE



Youth Employment UK are the expert voice on youth employment, and offer free skills and careers resources for 11 - 30 year olds.

This comprehensive set of resources helps young people:

- Explore themselves and the support available wherever they are on their journey
- Develop an understanding of their skills and knowledge through a range of self reflection and evaluation tasks
- Learn about the workplace, how to find attractive jobs and be successful once they are in them





NETWORKING AND LINKEDIN

We know the positive impact networking can have on an individual's career goals, and the social media platform LinkedIn can play a huge role in supporting young people with this at the beginning of their career.

There are a range of benefits to young people understanding the power of networking and how it can support them on their journey into the world of work.

Youth Employment UK has created a selection of articles to help young people understand what networking is, its value, and why they should set up a LinkedIn profile.

Articles include:

- [4 Top Networking Tips for Introverts](#)
- [Networking Tips from a Young Entrepreneur](#)
- [A Student's Guide to Networking](#)
- [How and Why You Should be Using LinkedIn](#)
- [LinkedIn Resources for Students](#)
- [Using LinkedIn to Support your Journey to Work](#)
- [Tips for Speaking to Employers Directly by LinkedIn and Email](#)



HOW CAN THIS HELP YOUNG PEOPLE?

In the current world of work, networking is an essential part of job hunting and career progression. Sharing the importance networking, and how young people can start exploring how they could build a LinkedIn profile now (or in the future), will get them thinking about:

- What skills they would like to showcase
- Industries of interest to them
- Contacts they they could network with
- Organisations and employers they could follow
- The discussions they could get involved with

USING THESE RESOURCES IN AN EDUCATION SETTING

1. In the classroom or group activities

Young people can be assigned time to explore the articles included on our website during directed learning time. Some schools choose to use this time during PSHE, form time, or have a specified time in the timetable for careers education.

Activity ideas:

- Build a LinkedIn profile (16+ years)
- Prepare and present a 30 second pitch of yourself
- Write a fun summary of your skills and interests
- Think of 5 contacts you could connect with
- Write an email/message to a “prospective” employer
- Choose your 3 top skills for your profile

2. Independent learning

Our articles and resources can be accessed in any setting and young people are able to access them independently to explore and learn about the benefits of networking and LinkedIn.

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YOUTH EMPLOYMENT WEEK

15 - 19 JULY 2024



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