

UNIT 39: UNDERSTANDING LINKEDIN LESSON 1: WHAT IS A PROFESSIONAL NETWORK?

LESSON OVERVIEW

A professional network is focused on building professional relationships. An example of a professional network is LinkedIn.

Time: ~30 minutes

OBJECTIVE

Students will be able to identify functions of LinkedIn.

PRINT PREPARATION

1. Print this lesson's Dollar Tracker.
2. Review sequence of activities in lesson.
3. Learn which supplements you will use.
4. Print/Copy/Laminate materials that fit your student's needs.
5. Refer to your Level 2 Guide to read about effective practices.

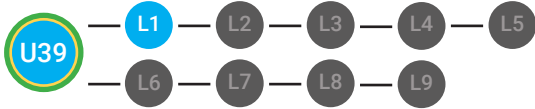
ONLINE REVIEW

1. Sign into Digitability
2. Click **LESSONS** tab
3. Select **Level 4 - Prime Professional**
4. Select **Unit 39**
5. Select **Lesson 1 - What is a Professional Network?**

WORKPLACE BEHAVIOR FOCUS FOR THIS UNIT



Using the Dollar Tracker, select two additional behaviors that you will target throughout the course of this unit. Always include participation/contribution in addition to the two new behaviors.



LESSON PLAN

WARM UP



1. Write the following on the board, leaving a blank space for the phrase **“Chat Icon.”**

a. The _____ is a circle with a person commenting icon in it.

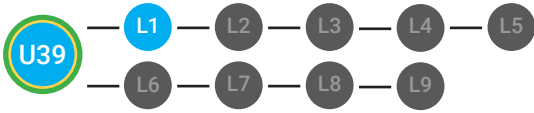
2. Have a student come up to the board to fill in the correct answer.

Repeat the process to ensure all students get a chance to participate and earn a participation dollar.



3. Distribute **39.IMAGE.IEC** to students. See **DIFFERENTIATION** for this activity to identify supplements needed for your students.

| IMAGE EXCHANGE CARDS 39.IEC.IMAGE | |
|--------------------------------------|--------------------------------|
| Editing | Suggest |
| Preview | Facebook |
| Instagram | Professional Relationships |



DIFFERENTIATION

- T1** Writes response on board
- T2** Writes response on board with assistance from a Tier 1 partner or writes answer in notebook
- T3** Writes response on board with assistance from an adult or points to **Image Exchange Cards** [39.IMAGE.IEC]



4. Give immediate feedback to each student (see below). Record Workplace Behavior earnings and/or spending on the **Dollar Earnings Tracker**. [39.1.DollarTracker]

[NAME] + [BEHAVIOR] + [CONSEQUENCE] + [REPLACEMENT BEHAVIOR/REINFORCEMENT]

+\$ SUCCESSFUL

"Nice job [Behavior], Marcus. You earned a [Behavior] dollar."

-\$ PROBLEMATIC

"Marcus, you [Behavior]. [Behavior]s cost \$1. Next time, [Replacement Behavior] to earn a \$1."

- Participation/Contribution
- Sharing/Helping
- Greeting a Guest
- Following Directions/Staying on Task
- Encouraging

- Off-task
- Off-topic/Inappropriate Comment
- Disrespect/Teasing
- Complaining/Whining
- Interrupting
- UMAPA
- Arguing

GUIDED WATCHING



Call out earnings to the class, *"[Student] has earned x dollars for participating. [Student] has earned x dollars for participating and sharing. [Student] has earned x dollars..."*

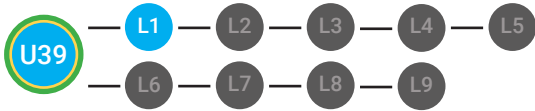


Pro tip: Remember Rule #3 Avoid a power struggle to stay focused on instruction. We are helping students learn to self-regulate. Therefore, it is important to give students time to opt in or identify their replacement behavior. If a student is not following directions, give them one minute before taking additional dollars.

| Behaviors | Name |
|--------------------------------------|------|
| Successful | |
| Participating/Contributing | |
| Sharing/Helping/Encouraging | |
| Greeting a Guest | |
| Following Directions/Staying on Task | |
| Encouraging/Complimenting | |
| Problematic | |
| Off task | |
| Off Topic/Inappropriate Comment | |
| Disrespect/Teasing | |
| Complaining/Whining | |
| Arguing | |
| Interrupting | |
| UMAPA | |



Pro tip: Build confidence in your students Identify students who have not earned money and focus on engaging them. Use differentiation tools if reluctant to participate i.e. have them point to or write down their answers. EVERY student should be earning money.



1. Ask, *“For a participation dollar, who can tell me the name of our next badge?”*

Answer: What is a Professional Network?



2. Distribute **39.BADGE** to students. See **DIFFERENTIATION** for this activity to identify supplements needed for your students.



DIFFERENTIATION

- T1** On-topic shared verbal response.
- T2** Writes down badge name or walks up to point to badge
- T3** Uses **Badge Board** [39.BADGE] for this unit



3. Give immediate feedback to each student (see below). Record Workplace Behavior earnings and/or spending on the **Dollar Earnings Tracker**. [39.1.DollarTracker]



Pro tip: Remember Rule #3 Avoid a power struggle to stay focused on instruction. We are helping students learn to self-regulate. Therefore, it is important to give students time to opt in or identify their replacement behavior. If a student is not following directions, give them one minute before taking additional dollars.

[NAME] + [BEHAVIOR] + [CONSEQUENCE] + [REPLACEMENT BEHAVIOR/REINFORCEMENT]

| + \$ SUCCESSFUL | - \$ PROBLEMATIC |
|--|--|
| <p><i>"Nice job [Behavior], Marcus. You earned a [Behavior] dollar."</i></p> | <p><i>"Marcus, you [Behavior]. [Behavior]s cost \$1. Next time, [Replacement Behavior] to earn a \$1."</i></p> |

- Participation/Contribution
- Sharing/Helping
- Greeting a Guest
- Following Directions/Staying on Task
- Encouraging

- Off-task
- Off-topic/Inappropriate Comment
- Disrespect/Teasing
- Complaining/Whining
- Interrupting
- UMAPA
- Arguing




4. Bring attention to screen, *"Let's watch this lesson. I know that [student's name] is actively watching because he has his eyes on the screen, and he is actively listening by giving a thumbs up when he hears the phrase 'Professional Network.'"*

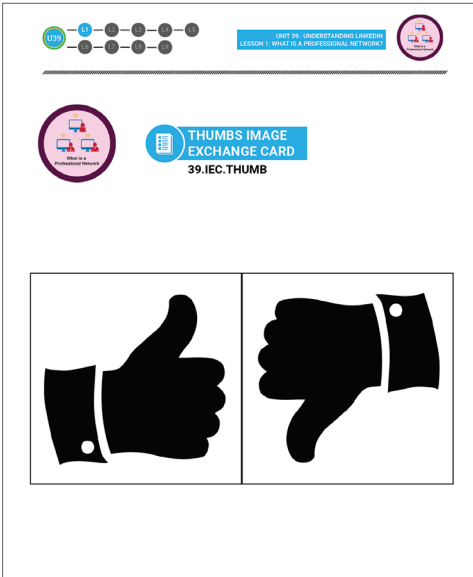
5. Ask students to give a thumbs up every time they hear and/or see the phrase **"Professional Network"** in the video.



6. Play video.

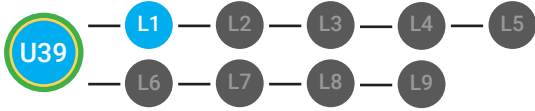


7. Distribute **39.IEC.THUMB** to students. See  **DIFFERENTIATION** for this activity to identify supplements needed for your students.



DIFFERENTIATION

- T1** Puts thumbs up
- T2** Uses **Thumbs Image Exchange Card** [39.IEC.THUMB]
- T3** Uses **Thumbs Image Exchange Card** [39.IEC.THUMB]



8. Give immediate feedback to each student (see below). Record Workplace Behavior earnings and/or spending on the **Dollar Earnings Tracker**. [39.1.DollarTracker]

[NAME] + [BEHAVIOR] + [CONSEQUENCE] + [REPLACEMENT BEHAVIOR/REINFORCEMENT]

| + \$ SUCCESSFUL | - \$ PROBLEMATIC |
|--|--|
| <p><i>"Nice job [Behavior], Marcus. You earned a [Behavior] dollar."</i></p> | <p><i>"Marcus, you [Behavior]. [Behavior]s cost \$1. Next time, [Replacement Behavior] to earn a \$1."</i></p> |

- Participation/Contribution
- Sharing/Helping
- Greeting a Guest
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- Off-task
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INFORMAL ASSESSMENT



1. Ask, *"For a participation dollar, who can tell what a professional network is?"*

Possible Answers: a type of social network like Facebook or Instagram that is focused on building professional relationships

Write the term and definition on the board after student responses.



2. Ask, *"For a participation dollar, what is an example of a professional network?"*

Possible Answers: LinkedIn



3. Ask, *"For a participation dollar, what do professional networks focus on?"*

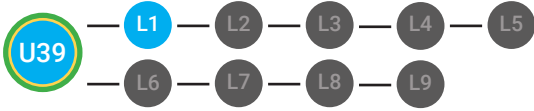
Possible Answers: building professional relationships



Pro tip: Use content domain to develop expressive communication. If a student gives a one-word answer or a fragment, require a complete sentence before awarding the \$1. Then, use positive narration to reinforce the student's expressive communication:

"I love how you used a complete sentence for your answer. Nice job earning a dollar!"

"Yes, nice job participating, [student]! You earned a participation dollar."



4. Distribute **39.IMAGE.IEC** or **Yes or No Image Exchange Cards** **39.IEC.Y/N** to students. See **DIFFERENTIATION** for this activity to identify supplements needed for your students.

IMAGE EXCHANGE CARDS
39.IEC.IMAGE

| | |
|---------------|--------------------------------|
| Editing | Suggest |
| Preview | Facebook |
| Instagram | Professional Relationships |

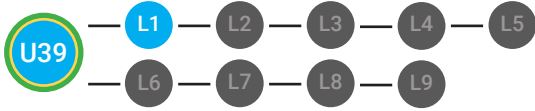
YES OR NO IMAGE EXCHANGE CARD
39.IEC.Y/N

| | |
|---------|--------|
| Yes | No |
|---------|--------|



DIFFERENTIATION

- T1** On-topic shared verbal response
- T2** Writes response down in notebook OR rephrase prompt to a **yes or no** question
- T3** Distribute **Yes or No Image Exchange Card** [39.IEC.Y/N] for rephrased question



5. Give immediate feedback to each student (see below). Record Workplace Behavior earnings and/or spending on the **Dollar Earnings Tracker**. [39.1.DollarTracker]



Pro tip: Stick to the script!
Help your students develop self-regulation strategies. Do not give lengthy explanations for behavior. Using clear language formulas helps students identify the workplace behavioral norm AND the optimal replacement behavior.

[NAME] + [BEHAVIOR] + [CONSEQUENCE] + [REPLACEMENT BEHAVIOR/REINFORCEMENT]

| + \$ SUCCESSFUL | - \$ PROBLEMATIC |
|--|--|
| <p><i>"Nice job [Behavior], Marcus. You earned a [Behavior] dollar."</i></p> | <p><i>"Marcus, you [Behavior]. [Behavior]s cost \$1. Next time, [Replacement Behavior] to earn a \$1."</i></p> |

- Participation/Contribution
- Sharing/Helping
- Greeting a Guest
- Following Directions/Staying on Task
- Encouraging

- Off-task
- Off-topic/Inappropriate Comment
- Disrespect/Teasing
- Complaining/Whining
- Interrupting
- UMAPA
- Arguing

PLAY ACTIVITY VIDEO




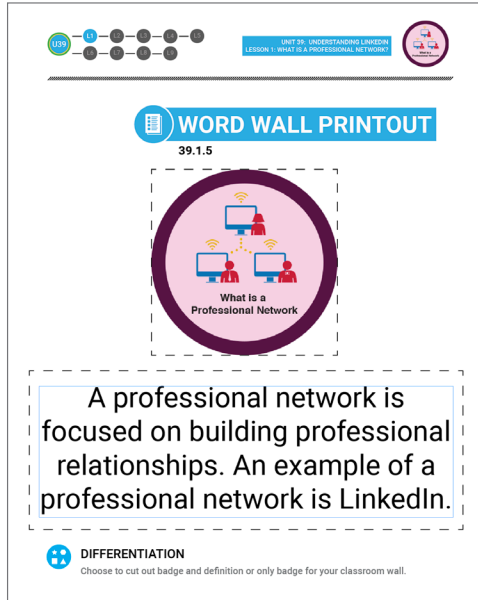
1. Ask the class, *"Who would like to unlock the What is a Professional Network Badge for \$1?"*

Click Activity Button to Play Activity Video

2. Student discusses with class to choose the correct answer.
 - a. If student chooses correct answer, have student or whole class dance.
 - b. If student chooses incorrect answer, repeat Step 2 until student unlocks the badge.



3. Distribute and cut out **Word Wall Printout 39.1.5** Students that unlocked the badge will place the **What is a Professional Network** printout on the classroom's word wall. See  **DIFFERENTIATION** for this activity to identify supplements needed for your students.



WORD WALL PRINTOUT
 39.1.5

What is a Professional Network

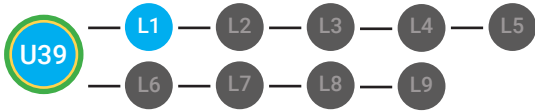
A professional network is focused on building professional relationships. An example of a professional network is LinkedIn.

DIFFERENTIATION
 Choose to cut out badge and definition or only badge for your classroom wall.



DIFFERENTIATION

- T1** Student will use verbal prompting to unlock the badge with the class.
- T2** Student will use verbal prompting and hand signals to unlock the badge with the class.
- T3** Student will use hand signals, pointing, prompting levels or adult/Tier 1 partner support to unlock the badge with the class.



4. Give immediate feedback to each student (see below). Record Workplace Behavior earnings and/or spending on the **Dollar Earnings Tracker**. [39.1.DollarTracker]

[NAME] + [BEHAVIOR] + [CONSEQUENCE] + [REPLACEMENT BEHAVIOR/REINFORCEMENT]

| | |
|---|--|
| <p>+\$ SUCCESSFUL</p> <p><i>"Nice job [Behavior], Marcus. You earned a [Behavior] dollar."</i></p> | <p>-\$ PROBLEMATIC</p> <p><i>"Marcus, you [Behavior]. [Behavior]s cost \$1. Next time, [Replacement Behavior] to earn a \$1."</i></p> |
|---|--|

- Participation/Contribution
- Sharing/Helping
- Greeting a Guest
- Following Directions/Staying on Task
- Encouraging

- Off-task
- Off-topic/Inappropriate Comment
- Disrespect/Teasing
- Complaining/Whining
- Interrupting
- UMAPA
- Arguing

ASSESSMENT/EXIT TICKET



1. Distribute the **What is a Professional Network** Exit Ticket **39.1.6** to students. See **DIFFERENTIATION** for this activity to identify supplements needed for your students.

UNIT 39: UNDERSTANDING LINKEDIN
LESSON 1: WHAT IS A PROFESSIONAL NETWORK?

T1 IDENTIFY A PROFESSIONAL NETWORK
EXIT TICKET | 39.1.6.1

Directions: Put a check on the professional networks. What is a professional network focused on doing? Write the correct answer on the lines provided.

| | | |
|--|-----------|--------------------------|
| | Instagram | <input type="checkbox"/> |
| | LinkedIn | <input type="checkbox"/> |
| | Facebook | <input type="checkbox"/> |
| | Twitter | <input type="checkbox"/> |

What is a professional network focused on doing?

UNIT 39: UNDERSTANDING LINKEDIN
LESSON 1: WHAT IS A PROFESSIONAL NETWORK?

T2 IDENTIFY A PROFESSIONAL NETWORK
EXIT TICKET | 39.1.6.2

Directions: Put a check on the professional networks. What is a professional network focused on doing? Circle the correct answer.

| | | |
|--|-----------|--------------------------|
| | Instagram | <input type="checkbox"/> |
| | LinkedIn | <input type="checkbox"/> |
| | Facebook | <input type="checkbox"/> |
| | Twitter | <input type="checkbox"/> |

What is a professional network focused on doing?

a. Having fun
b. Build professional relationships
c. Connecting with family
d. Sharing photos

UNIT 39: UNDERSTANDING LINKEDIN
LESSON 1: WHAT IS A PROFESSIONAL NETWORK?

T3 TRACE 'N' LEARN
EXIT TICKET | 39.1.6.3

Professional Network

A professional network is focused on building professional relationships. An example of a professional network is LinkedIn.



DIFFERENTIATION

- T1** Using Tier 1 **Identify a Professional Network** Exit Ticket [39.1.6.1], student checks off the professional networks and then answers the question below.
- T2** Using Tier 2 **Identify a Professional Network** Exit Ticket [39.1.6.2], student checks off the professional networks and then circles the correct answer.
- T3** Student has option to complete **Identify a Professional Network** Exit Ticket [39.1.6.2] or **Trace 'n' Learn Card** Exit Ticket [39.1.6.3].



2. Give immediate feedback to each student (see below). Record Workplace Behavior earnings and/or spending on the **Dollar Earnings Tracker**. [39.1.DollarTracker]

[NAME] + [BEHAVIOR] + [CONSEQUENCE] + [REPLACEMENT BEHAVIOR/REINFORCEMENT]

| + \$ SUCCESSFUL | - \$ PROBLEMATIC |
|--|--|
| <p><i>"Nice job [Behavior], Marcus. You earned a [Behavior] dollar."</i></p> | <p><i>"Marcus, you [Behavior]. [Behavior]s cost \$1. Next time, [Replacement Behavior] to earn a \$1."</i></p> |

- Participation/Contribution
- Sharing/Helping
- Greeting a Guest
- Following Directions/Staying on Task
- Encouraging

- Off-task
- Off-topic/Inappropriate Comment
- Disrespect/Teasing
- Complaining/Whining
- Interrupting
- UMAPA
- Arguing



IMMEDIATE FEEDBACK/NEXT STEPS

1. Read off Dollar Earnings Tracker and announce how many dollars each student earned or spent during the lesson.
2. Students will fill in their dollar earnings from the lesson using their **My Digitability Earnings sheet**. Have students staple this sheet into their notebooks so they can use it for the entire unit.
3. If time permits, you can either have students log into their student accounts for independent practice or you can continue on to the next lesson plan.



DIFFERENTIATION

- T1** Login independently using password cards.
- T2** Login independently using password card with the help from a Tier 1 partner for any required troubleshooting.
- T3** Teacher or Tier 1 assistance to help student login using their password card.



Behaviors

Name

- Successful**
- Participation/
Contributing
- Sharing/Helping/
Collaborating
- Greeting a Guest
- Following Directions/
Staying on Task
- Encouraging/
Complimenting

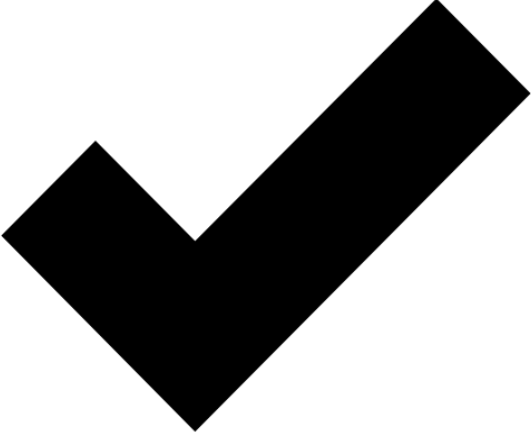
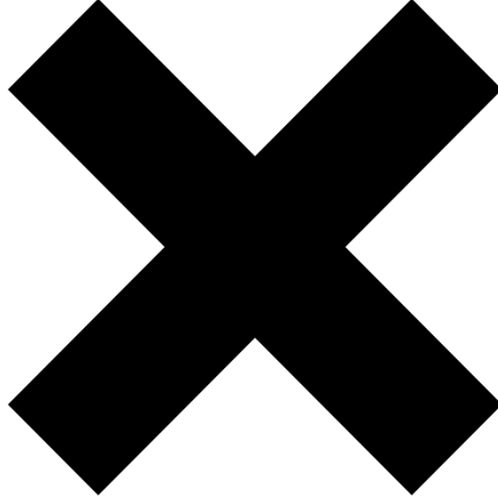
- Problematic**
- Off-task
- Off-topic/
Inappropriate
Comment
- Disrespect/Teasing
- Complaining/Whining
- Arguing
- Interrupting
- UMAPA

| | <i>EX:</i> Sam | | | | | |
|--|-------------------|--|--|--|--|--|
| Participation/ Contributing | | | | | | |
| Sharing/Helping/ Collaborating | | | | | | |
| Greeting a Guest | | | | | | |
| Following Directions/ Staying on Task | | | | | | |
| Encouraging/ Complimenting | | | | | | |
| Off-task | | | | | | |
| Off-topic/ Inappropriate Comment | | | | | | |
| Disrespect/Teasing | | | | | | |
| Complaining/Whining | | | | | | |
| Arguing | | | | | | |
| Interrupting | | | | | | |
| UMAPA | | | | | | |



 **YES OR NO IMAGE EXCHANGE CARD**

39.IEC.Y/N

| | |
|--|--|
|  <p>Yes</p> |  <p>No</p> |
|--|--|



 **THUMBS IMAGE
EXCHANGE CARD**
39.IEC.THUMB

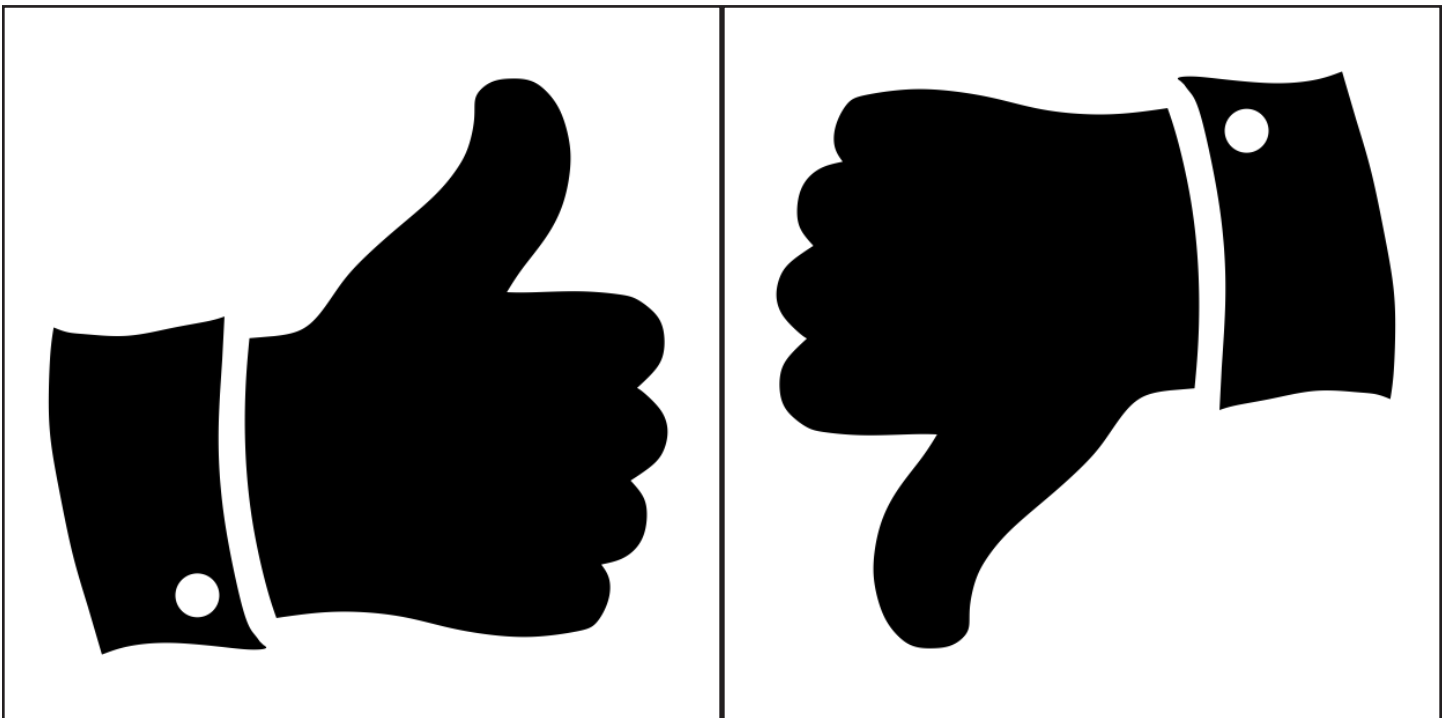




IMAGE EXCHANGE CARDS

39.IEC.IMAGE

Editing



Suggest



Preview



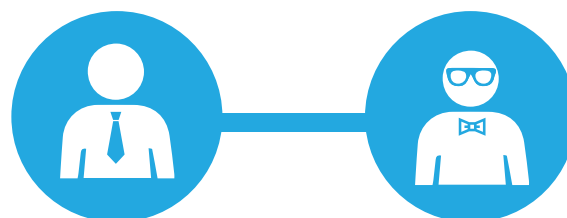
Facebook

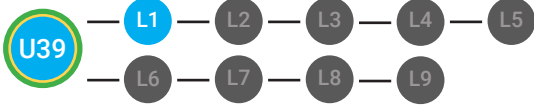


Instagram



Professional Relationships







What is a Professional Network

What is LinkedIn?

What is a Connection?

What is a Profile?

What is a LinkedIn Profile Image?

Endorsements and Recommendations

Search for Jobs in LinkedIn

What is a Recruiter?

Understanding LinkedIn Master Badge



WORD WALL PRINTOUT

39.1.5



A professional network is focused on building professional relationships. An example of a professional network is LinkedIn.



DIFFERENTIATION





Choose to cut out badge and definition or only badge for your classroom wall.



T1 IDENTIFY A PROFESSIONAL NETWORK

EXIT TICKET | 39.1.6.1

Directions: Put a check on the professional networks. Then, answer the question below on the lines provided.





| | | |
|---|-----------|--------------------------|
|  | Instagram | <input type="checkbox"/> |
|  | LinkedIn | <input type="checkbox"/> |
|  | Facebook | <input type="checkbox"/> |
|  | Twitter | <input type="checkbox"/> |

What is a professional network focused on doing?



T2 IDENTIFY A PROFESSIONAL NETWORK
EXIT TICKET | 39.1.6.2

Directions: Put a check on the professional networks. Then, circle the correct answer to the question below.

| | | |
|---|-----------|--------------------------|
|  | Instagram | <input type="checkbox"/> |
|  | LinkedIn | <input type="checkbox"/> |
|  | Facebook | <input type="checkbox"/> |
|  | Twitter | <input type="checkbox"/> |

What is a professional network focused on doing?

- a. Having fun
- b. Building professional relationships
- c. Connecting with family
- d. Sharing photos



T3 TRACE 'N' LEARN

EXIT TICKET | 39.1.6.3

Professional Network

A professional network is focused on building professional relationships. An example of a professional network is LinkedIn.



MY DIGITABILITY EARNINGS TRACKER

Unit 39: Understanding LinkedIn | 39.1.7

DIRECTIONS: Keep this page safe! After each lesson, mark down the date and the dollars you earned.

Name: _____

DATE:

DOLLARS EARNED:

LESSON 1:
What is a Professional Network?

LESSON 2:
What is LinkedIn?

LESSON 3:
What is a Connection?

LESSON 4:
What is a Profile?

LESSON 5:
What is a LinkedIn Profile Image?

LESSON 6:
Endorsements and Recommendations

LESSON 7:
Searching for Jobs in LinkedIn

LESSON 8:
What is a Recruiter?

LESSON 9:
Understanding LinkedIn Master Badge

TOTAL DOLLARS EARNED: