UNIT 41: CREATING CONTENT IN LINKEDIN
LESSON 7: CREATING CONTENT IN LINKEDIN MASTER BADGE

LESSON OVERVIEW

You can view your connections on LinkedIn. To see your connections, click on the My Network Icon on the Toolbar. To see jobs on Linkedin, click the Jobs Icon on the toolbar. You will be taken to a new page. You can message connections on LinkedIn. To message connections, click the Messaging Icon on the Toolbar. When you click the Notification Icon, a dropdown will appear. This dropdown will have all of your notifications in it. To access your Settings and Privacy page in LinkedIn, click the Account Settings Button. After you click the account Settings Button, a dropdown will appear. Click the settings and privacy link. To sign out of your account in LinkedIn, click the account Settings Button.

Time: ~30 minutes

OBJECTIVE

Students will be able to navigate the interface 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 41**

5. Select **Lesson 7 - Creating Content in LinkedIn Master Badge**

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.

Creating Content in
Linkedin Master Badge

LESSON PLAN

WARM UP

1. Write the following on the board, leaving a blank space for the phrases **"sign out"** and **"Account Settings Button."**

   a. To _____ of your account in LinkedIn, click the
   _____.

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.
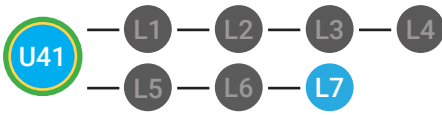
3. Distribute **41.IMAGE.IEC** to students. See 👥 **DIFFERENTIATION** for this activity to identify supplements needed for your students.

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** [41.IMAGE.IEC]

4. Give immediate feedback to each student (see below). Record Workplace Behavior earnings and/or spending on the **Dollar Earnings Tracker. [41.7.DollarTracker]**

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

> **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.

+$ SUCCESSFUL	-$ PROBLEMATIC
"Nice job [Behavior], Marcus. You earned a [Behavior] dollar."	*"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: 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.
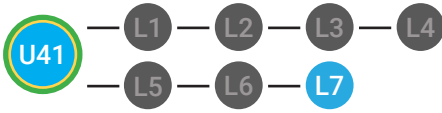
1. Ask, *"For a participation dollar, who can tell me the name of our next badge?"*

Answer: Creating Content in LinkedIn Master Badge
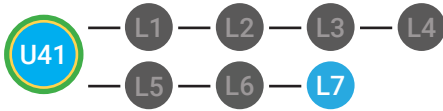
2. Distribute **41.BADGE** to students. See 🎯 **DIFFERENTIATION** for this activity to identify supplements needed for your students.

DIFFERENTIATION

T1   On-topic shared verbal reponse

T2   Writes down badge name or walks up to point to badge

T3   Uses **Badge Board** [41.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. [41.7.DollarTracker]**

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

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, or identify their replacement behavior. If a student is not following directions, you have give them one minute (60 seconds) before taking additional dollars.

+$ SUCCESSFUL	**-$ PROBLEMATIC**
"Nice job [Behavior], Marcus. You earned a [Behavior] dollar."	*"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

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 words you learned in this unit."*

5. Ask students to give a thumbs up every time they hear and/or see the words you learned in this unit in the video.
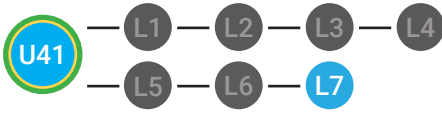
6. Play video.

7. Distribute **41.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** [41.IEC.THUMB]

T3   Uses **Thumbs Image Exchange Card** [41.IEC.THUMB]

8. Give immediate feedback to each student (see below). Record Workplace Behavior earnings and/or spending on the **Dollar Earnings Tracker. [41.7.DollarTracker]**

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

+$ SUCCESSFUL	**-$ PROBLEMATIC**
"Nice job [Behavior], Marcus. You earned a [Behavior] dollar."	*"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

INFORMAL ASSESSMENT

1. Ask, *"For a participation dollar, who can tell what you click in order to view your connections on LinkedIn?"*

Possible Answers: My Network Icon

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

Ask, *"For a participation dollar, who can tell what you click in order to message connections on LinkedIn?"*

Possible Answers: Messaging Icon

3. Ask, *"For a participation dollar, who can tell me some examples of what could be in your notifications in LinkedIn?"*

Possible Answers: views of your profile, likes, comments and shares of your post

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. Ask, *"For a participation dollar, who can tell me what you should click in order to sign out of your account in LinkedIn?"*

Possible Answers: the Account Settings Button

5. Distribute **41.IMAGE.IEC or Yes or No Image Exchange Cards 41.IEC.Y/N** to students. See 🔷 **DIFFERENTIATION** for this activity to identify supplements needed for your students.

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** [41.IEC.Y/N] for rephrased question
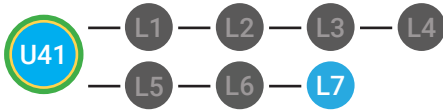
5. Give immediate feedback to each student (see below). Record Workplace Behavior earnings and/or spending on the **Dollar Earnings Tracker. [41.7.DollarTracker]**

Pro tip: Stick to the script! Help your students develop self-regulation strategies. Do not give lengthy explanations to 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**
"Nice job [Behavior], Marcus. You earned a [Behavior] dollar."	*"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

PLAY ACTIVITY VIDEO

1. Ask the class, *"Who would like to unlock the Creating Content in LinkedIn Master 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 41.7.5** Students that unlocked the badge will place the Creating Content in LinkedIn Master Badge printout on the classroom's word wall. See **DIFFERENTIATION** for this activity to identify supplements needed for your students.
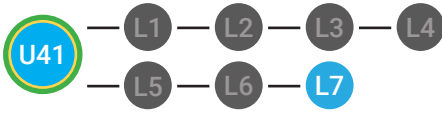
WORD WALL PRINTOUT
41.7.5

You can view your connections on LinkedIn. To see your connections, click on the My Network icon on the toolbar. To see jobs on Linkedin, click the jobs icon on the toolbar. You will be taken to a new page. You can message connections on LinkedIn. To message connections, click the Messaging Icon on the toolbar. When you click the notification icon, a dropdown will appear. This dropdown will have all of your notifications in it. To access your Settings and Privacy page in LinkedIn, click the account settings button. After you click the account settings button, a dropdown will appear. Click the settings and privacy link. To sign out of your account in LinkedIn, click the account settings button.

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. [41.7.DollarTracker]**

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

+$ SUCCESSFUL	**-$ PROBLEMATIC**
"Nice job [Behavior], Marcus. You earned a [Behavior] dollar."	*"Marcus, you [Behavior]. [Behavior]s cost $1. Next time, [Replacement Behavior] to earn a $1."*

Participation/Contribution	Off-task
Sharing/Helping	Off-topic/Inappropriate Comment
Greeting a Guest	Disrespect/Teasing
Following Directions/Staying on Task	Complaining/Whining
Encouraging	Interrupting
	UMAPA
	Arguing

ASSESSMENT/EXIT TICKET

1. Distribute the **Creating Content in Linkedin Master Badge** Exit Ticket **41.7.6** to students. See **DIFFERENTIATION** for this activity to identify supplements needed for your students.

DIFFERENTIATION

T1   Using Tier 1 **Vocab Block** Exit Ticket [41.7.6.1] or tier 2 **The Right Circle** Exit Ticket [41.7.6.2].

T2   Using Tier 2 **The Right Circle** Exit Ticket [41.7.6.2], student circles the correct icon to access the correct part of LinkedIn.

T3   Using Tier 2 **The Right Circle** Exit Ticket [41.7.6.2], student circles the correct icon to access the correct part of LinkedIn.

2. Give immediate feedback to each student (see below). Record Workplace Behavior earnings and/or spending on the **Dollar Earnings Tracker. [41.7.DollarTracker]**

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

+$ SUCCESSFUL	-$ PROBLEMATIC
"Nice job [Behavior], Marcus. You earned a [Behavior] dollar."	*"Marcus, you [Behavior]. [Behavior]s cost $1. Next time, [Replacement Behavior] to earn a $1."*

Participation/Contribution	Off-task
Sharing/Helping	Off-topic/Inappropriate Comment
Greeting a Guest	Disrespect/Teasing
Following Directions/Staying on Task	Complaining/Whining
Encouraging	Interrupting
	UMAPA
	Arguing
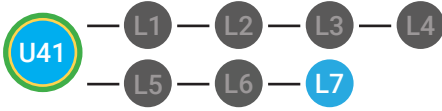
IMMEDIATE FEEDBACK/NEXT STEPS

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 EX: Sam					
Successful						
Participation/ Contributing	JHIII					
Sharing/Helping/ Collaborating						
Greeting a Guest						
Following Directions/ Staying on Task						
Encouraging/ Complementing						
Problematic						
Off Task						
Off-Topic/ Inappropriate Comment						
Disrespect/Teasing						
Complaining/Whining						
Arguing						
Interrupting						
UMAPA						
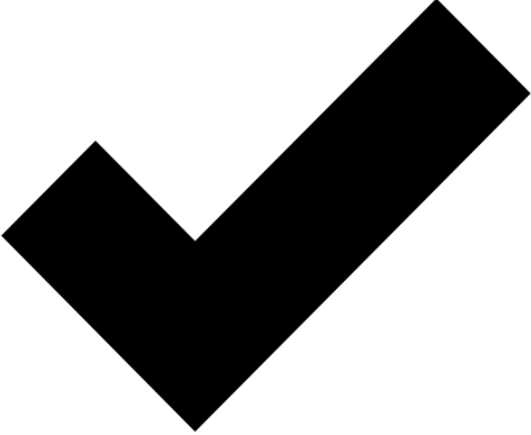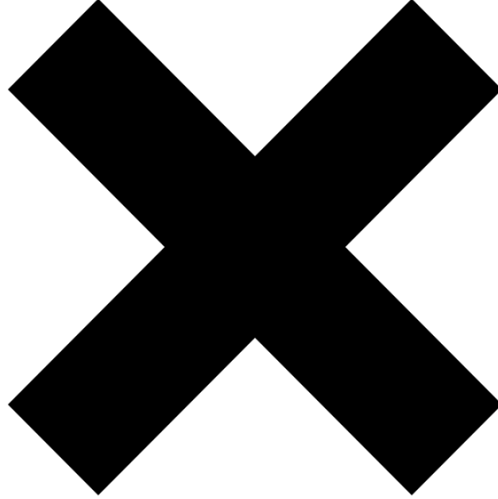
YES OR NO IMAGE EXCHANGE CARD

41.IEC.Y/N

Yes	No
✔	✘

Creating Content in
Linkedin Master Badge

THUMBS IMAGE EXCHANGE CARD

41.IEC.THUMB

U41 — L1 — L2 — L3 — L4
L5 — L6 — L7

Creating Content in
Linkedin Master Badge

IMAGE EXCHANGE CARDS

41.IEC.IMAGE

Sign Out

Account

Manage

Sign Out

Account Settings Button

Home | My Network | Jobs | Messaging | Notifications³ | Me ▾

...w much you could save on business insurance. Get a free quote. Ad ⋯

Today's news and v...
● Vaping comes und...
4h ago • 3,314 reade...
● American values a...
4h ago • 13,847 read...

Sort by: **Top** ▾
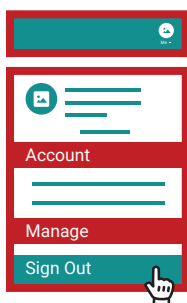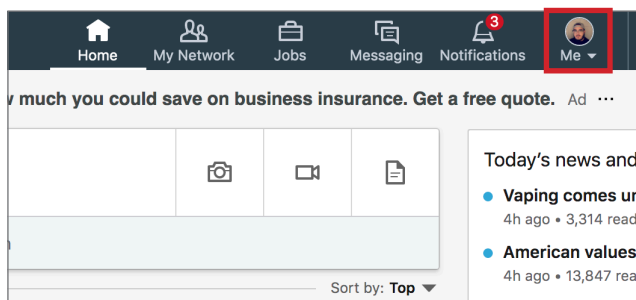
My Network Icon

Messaging Icon

Views of Your Profile

The #1 pre-employment and
transition program to prepare
students with work-ready skills

Michele McKeone, M. Ed. • 1st
Founder + CEO at Digitability: Work-ready skills training
for people with neurodiverse needs
Greater Philadelphia Area

Connect | Message | More...

Digitability (formerly
Autism Expressed)
University of The Arts
See contact info
500+ connections

Michele McKeone, M. Ed is an award-winning thought leader in the neurodiversity community. As
the Founder + CEO of Digitability, she launched a new model that fully prepares people with
neurodiverse needs for our tech-driven and highly social workforce. Named a Woman of Distinc...

Likes

Shares

My Network Page in Linkedin

Jobs Page in Linkedin

Messaging Page in Linkedin

Notification Page in Linkedin

Settings and Privacy Page in Linkedin

ACCOUNT
Settings & Privacy

Signing Out of Your Account

Account
Manage
Sign Out

Creating Content in Linkedin Master Badge

MASTER!

WORD WALL PRINTOUT

41.7.5

**Creating Content in
LinkedIn Master Badge**

You can view your connections on LinkedIn. To see your connections, click on the My Network Icon on the Toolbar. To see jobs on Linkedin, click the Jobs Icon on the toolbar. You will be taken to a new page. You can message connections on LinkedIn. To message connections, click the Messaging Icon on the Toolbar. When you click the Notification Icon, a dropdown will appear. This dropdown will have all of your notifications in it. To access your Settings and Privacy page in LinkedIn, click the Account Settings Button. After you click the account Settings Button, a dropdown will appear. Click the settings and privacy link. To sign out of your account in LinkedIn, click the account Settings Button.

T1 VOCAB BLOCK

EXIT TICKET | 41.7.6.1

Name: _____

Date: _____

Define	Sentence

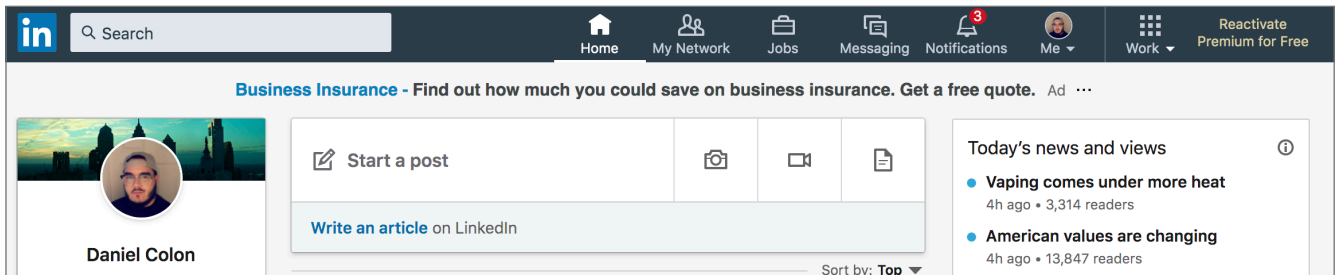**Creating Content in LinkedIn**

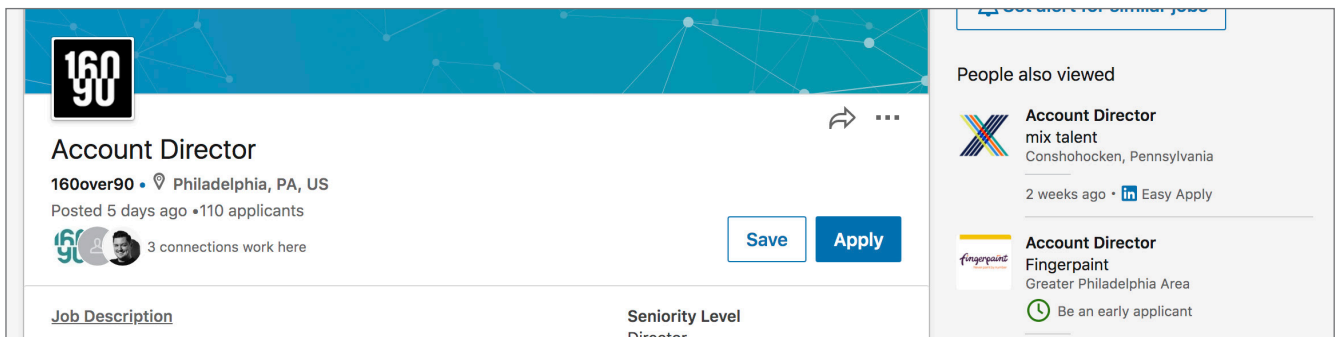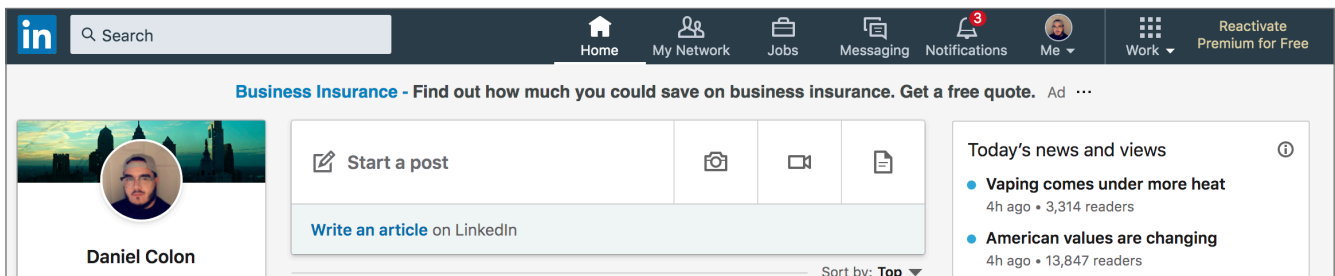| Examples	Draw

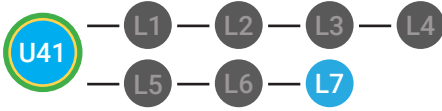# T2 THE RIGHT CIRCLE

EXIT TICKET | 41.7.6.2

Directions: Circle the correct icon to access the correct part of LinkedIn.
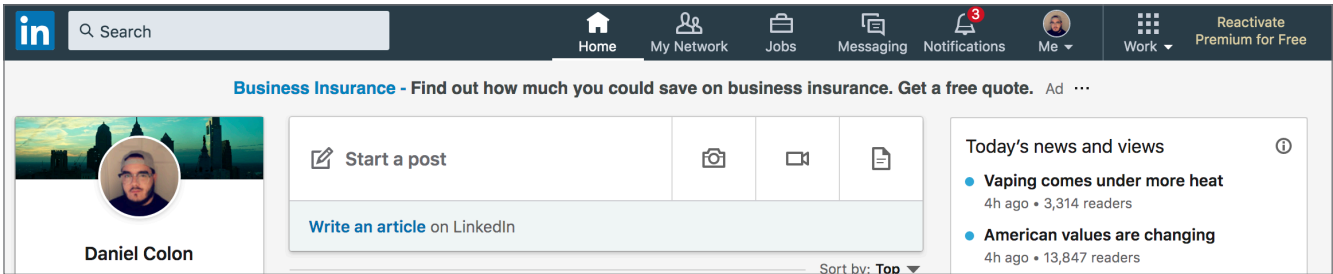
1. Circle what you click to access your network.
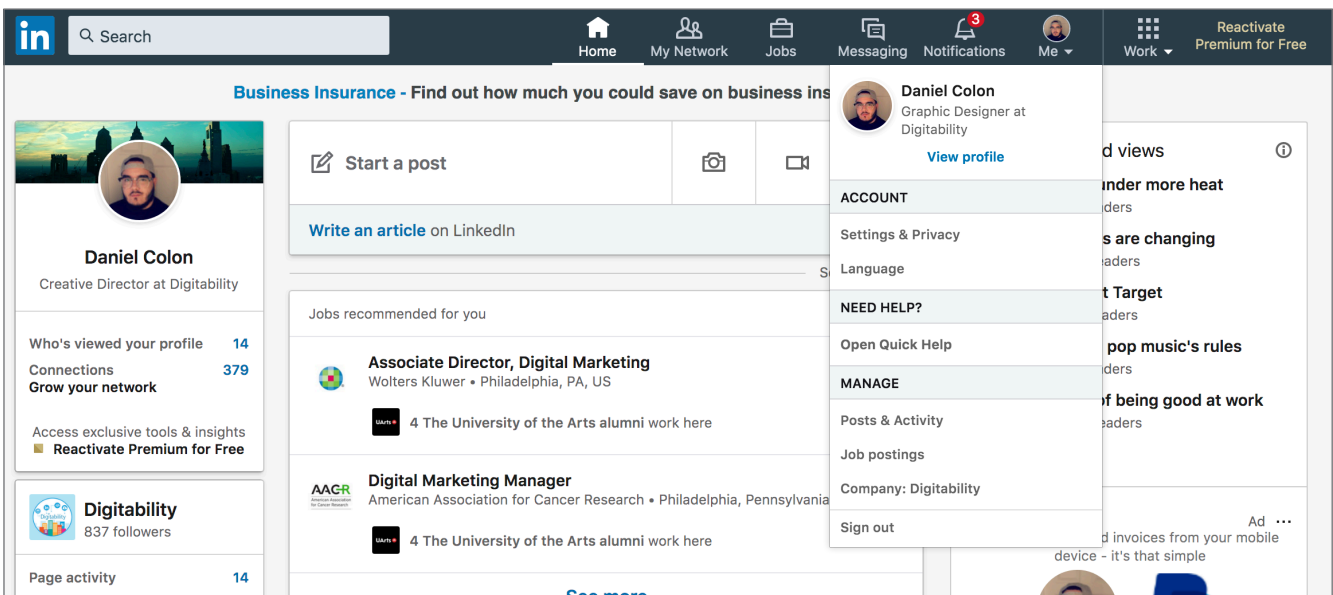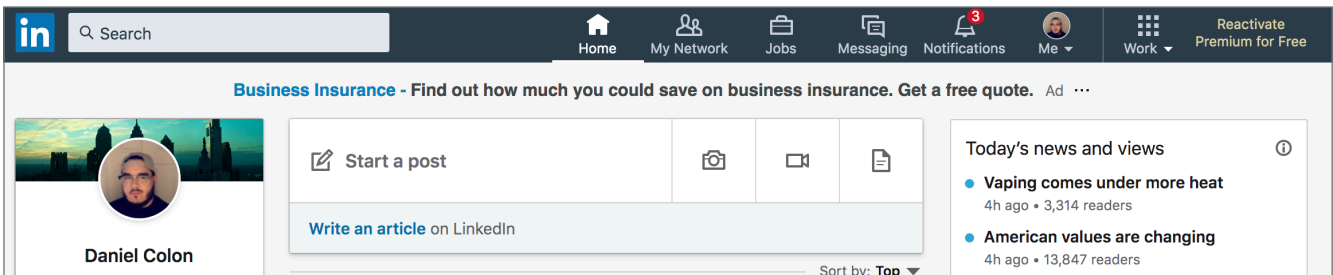

2. Circle what you click to see job posts.

4. Circle what you click to access your notifications.

5. Circle the account settings button.

MY DIGITABILITY EARNINGS TRACKER

Unit 41: Creating Content in LinkedIn | 41.7.7

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

Name: _____

	DATE:	DOLLARS EARNED:
LESSON 1: My Network Page		
LESSON 2: Jobs Page		
LESSON 3: Messaging Page		
LESSON 4: Notification Page		
LESSON 5: Settings and Privacy Page		
LESSON 6: Signing Out of Your Account		
LESSON 7: Creating Content in Linkedin Master Badge		

TOTAL DOLLARS EARNED: