

Dear Parents,

Throughout this year we will be exploring many opportunities for students to examine their career interests and employability skills. One such opportunity is the option of creating a personal account on the online networking platform [LinkedIn](#). LinkedIn is the world's largest professional network on the internet. It is used to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. For students, it's an opportunity to create a professional online presence, and create a network of employers and educators that will be helpful for future careers. Statistics show that over 75% of people who recently changed jobs used LinkedIn to inform their career decision. LinkedIn influenced hires are 2x more likely to be high demand and above average hires.\*

Specifically, we will be creating a networking group on LinkedIn called the Employer & Education Network. Students in Livingston County who are 16 (the minimum age for LinkedIn) and above will be invited to join, as will Livingston Educators. Employers from inside Livingston county as well as the local area are also invited to join this network, but will be asked to complete a background check prior to their invitation.

As with all social media, it is important for students to create the best presentation of themselves, and conduct themselves in a manner that they are proud of. We will be providing guidance for how to create a profile by showcasing students' unique professional story through experience, skills, and education. Profiles and accounts are customizable as to what level of security your level of comfort for your student (see [Account Security and Privacy Article](#)). Functions such as Messaging and Personal/Demographic data can be shut off in the [Settings](#) area.

We ask that you provide permission below if you would like your student to participate in creating a personal profile in LinkedIn. If you are not comfortable with this opportunity, your student can create a profile write-up in digital form, which can be used to inform a resume and/or create an account in the future.

Yes, I give my student permission to create a personal profile in LinkedIn.

No, my student may not create an online account in Linked In. I would prefer that my student creates a digital profile instead.

\*Source:

[https://business.linkedin.com/content/dam/business/talent-solutions/global/en\\_us/c/pdfs/Ultimate-List-of-Hiring-Stats-v02.04.pdf](https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/Ultimate-List-of-Hiring-Stats-v02.04.pdf)