**LinkedIn Education Week**

This week is LinkedIn Education Week! In conjunction with our efforts to offer professional development education and opportunities, we are encouraging volunteers to get connected through our LinkedIn Strategy. Follow along this week to get started, build your network, and spread the word.

***Day 1: Getting Started – (10/18)***

On the first day of LinkedIn Education Week, get started with the following steps:

1. Create a profile
2. Personalize your profile
   * Add your THON Position to your work experience
   * Add a professional photograph
   * Create your headline
     + Ex: “Hospitality Committee Member at Penn State THON”
   * Add a short biography
   * Add additional work experience
     + Ex: Other organizations on campus, internships, research, etc.

***Day 2: Build Your Network – (10/19)***

On the second day of LinkedIn Education Week, build you network by completing the following steps:

1. Connect with **10** other volunteers
2. Request to the join the THON™ Alumni and Volunteers Group

***Day 3: Spread the Word – (10/20)***

On the last day of LinkedIn Education Week, spread the word by completing the following steps:

1. Follow Penn State THON’s public page
2. Make a post to spread awareness or promote fundraising. Review the sample posts below and make sure to tag @Penn State THON!

**Awareness Post:** “Hi everyone! This year, I have the incredible opportunity to serve as ***(insert position title here)*** for THON, the largest student-run philanthropy in the world. THON is committed to enhancing the lives of children and families impacted by childhood cancer. Over 16,500 Penn State student volunteers and countless stakeholders fulfill our mission by providing emotional and financial support to Four Diamonds Families, spreading awareness of childhood cancer, and funding critical research in pursuit of a cure. This year-long effort culminates in a 46-hour no-sitting, no-sleeping dance marathon every February in the Bryce Jordan Center. Since 1977, Penn State students have donated more than $200 million to THON’s sole beneficiary, Four Diamonds at Penn State Health Children’s Hospital, funding comprehensive care and critical research. If you are interested in learning more, follow our LinkedIn page (Penn State THON™), or visit THON.org today, For The Kids®!”

**Fundraising Post: “**Hi everyone! I have the incredible opportunity to serve as ***(insert position title here)*** for THON, the largest student-run philanthropy in the world. THON is committed to enhancing the lives of children and families impacted by childhood cancer. Over 16,500 Penn State student volunteers and countless stakeholders fulfill our mission by providing emotional and financial support to Four Diamonds Families, spreading awareness of childhood cancer, and funding critical research in pursuit of a cure. This year-long effort culminates in a 46-hour no-sitting, no-sleeping dance marathon every February in the Bryce Jordan Center. Since 1977, Penn State students have donated more than $200 million to THON’s sole beneficiary, Four Diamonds at Penn State Health Children’s Hospital, funding comprehensive care and critical research. Make a difference in the life of a child today and donate below at my DonorDrive link - For The Kids®! (***Insert DonorDrive link here)”***