

World Class Schools Quality Mark (WCSQM)

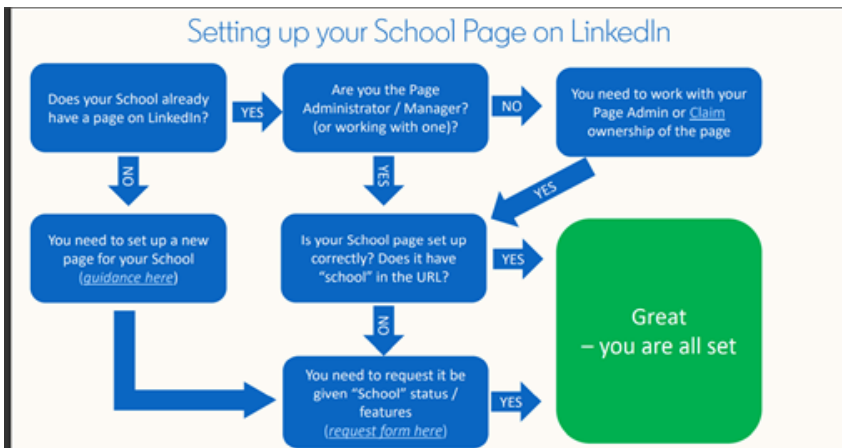


How to use LinkedIn - for World Class schools

With over 750 million users worldwide, LinkedIn is the world's largest professional network. Used correctly it is an incredibly powerful tool that schools can use to

- Promote their World Class status
- Develop your World Class alumni network, and the World Class alumni nationally
- Support their students to use LinkedIn effectively for research and application purposes, and to showcase their World Class characteristics

Use this simple step-by-step guide to ensure your school is using LinkedIn in the most effective way.



Step 1 - set up your SCHOOL profile

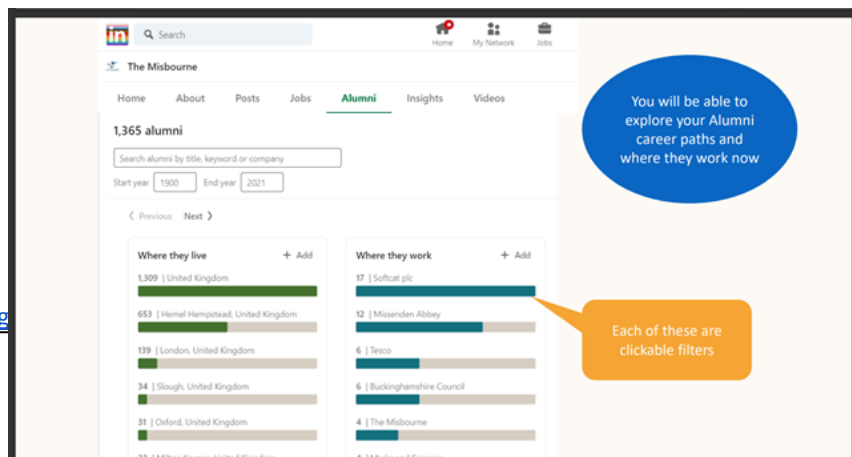
Your school may already have a LinkedIn profile BUT it's worth checking whether it has been set up as a school, and not an organisation. In order to benefit from the functionality available to schools, such as linking with alumni and allowing them to add your school to their education profile, you will first need to ensure your school is set up as a school.

Step 2 - promote your school as World Class

As a World Class Schools Quality Mark accredited school, you should use the [WCSQM logo](#) in the banner of your school's profile page to promote your school as World Class.

Step 3 - develop your alumni network

Once your school is set up correctly, your current and alumni students can find and add your school to the education section of their profile. From your school's profile you



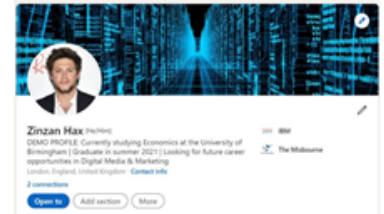
can then track your Alumni and their career paths. All your current 16 + Year 11 - 13 students and ex students should set themselves up as World Class (see below) and link back to your school as alumni.

Step 4 - support your Year 11-13s to use LinkedIn

Every 16+ student who attends or attended your school should set their profile up as World Class, see ['WCSQM LinkedIn How to guide for students'](#) to help them promote their World Class characteristics and experience, and set themselves up as WCSQM Alumni. LinkedIn is an invaluable tool for Years 11-13 to help them showcase their professional profile and World Class characteristics, grow their network and research employment and higher education opportunities.

Your Y12 & Y13 students can start using LinkedIn

1. To showcase their Professional Profile
2. Start growing their Networks
3. Research Employers and Universities
4. Research Jobs and Skills



Step 5 - World Class Associates

As a World Class School, your staff can participate in our [Associate scheme](#). Any member of staff who is an Associate should reference the fact that they are a World Class Associate in their headline. They should then mention the Associate status in their profile by clicking on 'Add Honours & Awards' in their profile section and add World Class Associate. They are entitled to use our [Associate logo](#). They should [upload the logo in Featured](#) as media, with a comment such as 'I am delighted to be a WCSQM Qualified Assessor.'

Useful links

[Watch this recording](#) and/or [download this guidance](#) for more information on how to create your school profile, support your students on how to set up their profile to link with your school, and develop your alumni network, as World Class.

- To find out more about affiliating your Sixth Form Page <https://www.linkedin.com/help/linkedin/answer/1593>
- To change the name of your school/company page: <https://www.linkedin.com/help/linkedin/answer/61172>
- Before & after de-activating a school/company page: <https://www.linkedin.com/help/linkedin/answer/5016>
- Steps to create a new school page from scratch: <https://www.linkedin.com/help/linkedin/answer/710>
- The form to request upgrade to School page = <https://www.linkedin.com/help/linkedin/ask/up-anup> (need to be logged into LinkedIn)