ACTIVITY 1:

1. What do you want to know today?

2. What are the benefits of using LinkedIn?

Capture some ideas that you will remember when creating and reviewing your own LI profile.
Setting the Scene

Job Search - What is your Marketing Plan for YOU?

- Interview & Selection Criteria
- Personal Branding - Stand out from the Crowd
- LinkedIn Research Gate
- Job Search & Networking
- Resume & Cover Letter

Your Job Search Is Like a Marketing Plan

Graphic from: https://www.targetmarketingmag.com/post/6-ways-job-search-like-marketing-plan/
Local versus Global Considerations

Understand how LinkedIn works – behind the scenes; building connections

Identify how to stand out from the crowd – leveraging a consistent brand

Create strategies to optimise your LinkedIn profile, build credibility and have more people find you
Personal Branding

Academic / Science Professional

- How would each of them describe themselves and what they do?
  - How will you stand out?
  - What is different about you?
Personal Branding is the practice of marketing people and their careers as brands.

Credit: http://www.studio-18.co.uk/brand-values
What is your Marketing Plan?

Target?

What?

Who?

How?

1. What are the benefits of using LinkedIn?

2. What are the challenges of using LinkedIn?

ACTIVITY 1: Create strategies to optimise your LinkedIn profile, build credibility and have more people find you

1. What are the benefits of using LinkedIn?

2. What are the challenges of using LinkedIn?

Capture one point for each that you will remember when reviewing your LI profile.
Why use LinkedIn?

95% of recruiters report having hired someone through LinkedIn

73% of 18-34 year olds found their last job through social networking

Sources: socialmedianews.com.au | careerbuilder.com | herdwisdom.com

UNDERSTAND how LinkedIn works – behind the scenes; building connections

Your Profile + Activity + Connections + Recruitment = IDEAL ROLE

Create & Maintain your Brand

Manage your Career

Graduate Gateway
Why use LinkedIn? – Success Stories

24 professional success stories from LinkedIn
If you’re skeptical LinkedIn can help you, these real-life examples will prove you wrong.

By Kyle Lacy
Oct. 31, 2011

1. **James Filbird** is the owner of **JMF International Trade Group**. Filbird used LinkedIn to grow his company to $5 million in annual revenue and finds 75 percent of his business via LinkedIn. He used the site to meet and maintain relationships with like-minded professionals. Using LinkedIn to develop his network consistently leads to new business opportunities for his American-owned, China-based consulting firm.

7. **Peter Taliangis** is a real estate agent at **Realty 1**. He used LinkedIn to sell a $300,000 home in western Australia after a prospective buyer approached him on LinkedIn. He closed the deal before the official inspection even took place.

13. **Ed Campana** uses LinkedIn to show recruiters how they can earn credibility with hiring managers by illustrating the data behind their searches. While hiring managers make their candidate demands known, it can be helpful to educate the hiring manager on the supply side of the equation.

15. **Barbara Maldonado** used LinkedIn to land her current job as business development director for Marketing Resources Incorporated. Her strategy was to participate in group discussions. It didn’t take long for someone in her network to help her LAND A JOB three months later.

16. **Rachel Kerstetter** used LinkedIn after she interned at a public relations agency during her last semester of college. The firm wasn’t hiring when she graduated, but many of the people she worked with offered to be job references for her. She asked them to write recommendations for her on LinkedIn.

Two months after she finished interning at the agency, she got an email from one of the vice presidents she worked with. He asked her to call him because someone found her on LinkedIn and wanted to INTERVIEW her.

20. **David T. Stevens** is an event manager executive at **streamlineevents**. Within two weeks, Stevens used his LinkedIn connections to LAND A JOB at the company.

3. **Evan Gotlib** found his DREAM JOB on LinkedIn. For fun, he did a random search for “advertising sales director.” A position at TravelZoo popped up. After receiving the job, Gotlib was back in an industry he loves, mainly due to his LinkedIn profile.

**Resources:**
- https://www.ragan.com/24-professional-success-stories-from-linkedin/
**Consider** – What is Your Personal/Professional Brand

What would your best friend say about you?

To get you started reflect on –
- What do you do?
- Whom you do it for?
- What problem you solve?
- What value do you add?

Capture up to 3 things

What makes a good LinkedIn profile?

- Google search

  alice curtis perth

  [Image of a search result for Alice Curtis]

- LinkedIn profile

  [Image of Alice Curtis’s LinkedIn profile]

  Ailsa Curtis - Leadership Keynote Speaker and Facilitator - Alyceum
  https://au.linkedin.com/in/ailsa-curtis-leadership

  Your profile is your online identity. It’s important to create a professional profile that reflects your skills, experience, and interests. Make sure to optimize your profile with keywords and relevant information.

  Ailsa Curtis is a respected leadership expert and speaker. She has a background in economics and business, and has worked with numerous organizations to help them achieve their goals. Her focus is on helping leaders navigate complex challenges and drive meaningful change.

  [LinkedIn profile information]

  [Image of a LinkedIn profile]

  - About me
  - Experience
  - Skills
  - Education

Ailsa Curtis

[LinkedIn profile link]
LinkedIn – OUT LOUD!

https://www.youtube.com/watch?v=TtOBYusyC94

Play approx 2min)

How to Create a Great LinkedIn Profile – 3 tips to get you started

https://www.youtube.com/watch?v=Huy4Hm1cPD0

ADDITIONAL RESOURCE: https://www.themuse.com/advice/the-31-best-linkedin-profile-tips-for-job-seekers
The 3 C’s of LinkedIn - Search Engine Optimisation

- Key words/phrases
- Custom URLs
- Location of content on your profile

Credibility

- Who is connected to you
- Endorsements
- Recommendations
- Sites linked to you (incl. your blog)

Contribution

- How active you are
- Post/shares
- Comments on discussion groups
- Publishing your work

Key Elements of Your Profile

- Key words/phrases
- Custom URLs
- Location of content on your profile

Content

✔ Profile Banner
✔ Profile Picture
✔ Headline
✔ Summary
✔ Experience
✔ Education
✔ Endorsement
✔ Recommendations

Your headline is a short, memorable professional slogan. For example, “Honours student seeking marketing position” or “XYZ University student & aspiring public relations associate.” Check out the profiles of students and recent alumni you respect for ideas.

Your Summary statement is like the first few paragraphs of your best-written cover letter — concise and confident about your motivations, profession, key skills and goals. You can tell a story and be bold to show passion for the industry/ profession.
**ACTIVITY 3:** Rate the Key Elements of Your Profile

Share your LinkedIn profile with the person next to you (or they can search/find you, and connect!)

Review/Share your headline (120 Characters)
- Ask them to identify 3 things it tells about you
  
  *Is this what you want them to know?*

Review/Share (or Create) your summary
- What do the first 4 lines say about you?
  
  *Is this what you want them to know?*

Create 3 things you want to improve

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**Building Content & Credibility**

- **Background**
  (Experience, Education, Volunteering)

- **Accomplishments**
  (publications, certifications, projects, awards, languages)

- **Skills & Recommendations**
  (building credibility)

- **Interests**
  - Groups you have joined
    (building credibility)
  - Who you are following
    companies, people, news, educational institutions
    (building credibility)
ACTIVITY: Building content

Have a go at writing a strong headline and summary

ACTIVITY 2: Building content
Write your Summary & Headline

• Your summary (the bio section) is where people go to see who you are professionally and your track record in the industry. To prepare an engaging summary, aim for 2-3 paragraphs about what you have done in the past, what you can do and something memorable. Remember to add your contact details at the end of this section if you want new people to get in touch. Make sure your summary is rich with key words.

• **Headline**: Consider who you are, where you want to be and how this will capture people’s attention. How is your personal brand communicated succinctly through your headline?
Skill Endorsements

Collect recommendations for each position you have held. Recruiters are most impressed by recommendations from people who have directly managed you.

Recommendations

Include skills and knowledge sets that recruiters search for and are relevant to the types of jobs you aspire to. Look at the profiles of people who have the kinds of roles you want.
How will you build Credibility?

- Be active on LinkedIn
- Post and share information relevant to your industry
- Follow companies, schools and join groups
- Comment appropriately on discussion groups and posts from your network
- Publish your work

Building Contribution (& Credibility)

- How active you are
- Post/shares
- Comments on discussion groups
- Publishing your work

RESOURCE: https://www.themuse.com/advice/5-templates-thatll-make-writing-the-perfect-linkedin-summary-a-breeze
Example – Positive Posts/Likes
Adding to your brand

Can you identify 3 target/opportunities in as many of these areas as you can:

- General
- Industry specific
- Companies
- Decision makers / Hiring Managers
- Colleagues/Competitors

Why/How did you select these?

Create strategies to optimise your LinkedIn profile, build credibility and have more people find you
ACTIVITY 5: the great, the good and the OK

In pairs/groups of 3:
- choose and assess a LinkedIn profile, using the checklist and the 3Cs formula

Google search for professionals in your areas of interest ...
‘Top LinkedIn Profiles xxxxx’

Or Search for ...
“Mikaila V.Smith”
“Jordan Thomas Princeton”

https://www.linkedin.com/5-stunningly-good-graduate-student-linkedin-summary-examples/

I am a 2018 graduate of Princeton University with a concentration in Public and International Affairs and dual certificates in Portuguese Language and Culture and in African American Studies. At Princeton, I focused my academic coursework on poverty, inequality, and social mobility. I am particularly interested in the role that law, public policy, and high-quality education play in expanding access and opportunity for disadvantaged populations. I also have a growing interest in impact investment, urban economic development, and the ways in which the power of capital can be harnessed for social good.

As one of 32 American students selected from a pool of over 2,000 applicants to receive a 2018 Rhodes Scholarship – the first Rhodes Scholar in the history of the Newark Public Schools system – I will engage in two years of postgraduate study at the University of Oxford. I will spend the first year completing a Master’s degree in Evidence-Based Social Intervention and Policy Evaluation before transitioning into another degree program in my second year.

Ultimately, I intend to pursue a JD degree at Yale Law School, and to engage in work that most directly promotes equal opportunity, social mobility, and justice for all.
Who can you follow?

General
Industry specific
- Companies
- Decision makers / Hiring Managers
- Colleagues/Competitors

Understand how LinkedIn works – behind the scenes; building connections
How to build your connections

Your LinkedIn Network
• 1\textsuperscript{st} = you know each other and are connected
• 2\textsuperscript{nd} = you have mutual contacts but are not connected
• 3\textsuperscript{rd} = contact of a contact of a contact

Build your connections using...
• Invitations/Introductions/In-mail

Building your connections

• How do you connect with someone you don’t know?

• What do you do if someone invites to connect with you but you don’t know them?

• What is your ‘connection policy’?

• Are you aiming for quantity or quality of connections?
ACTIVITY 6: Building your network

Find common theme  Why do you want to connect?  Personalise your invite (300 characters)

Sources: https://www.linkedinsights.com/maximum-linkedin-character-counts-and-image-sizes-for-2019/

How do Employers & Recruiters use LinkedIn?

Discuss how employers and recruiters use LinkedIn – now and in the future

https://www.youtube.com/watch?v=84adjltq1js
Your Optimisation Plan
What 3 things can you add to your Action Plan

Content
• How will you identify key words and phrases that employers and other professional may use?

Credibility
• Who are the main companies that influence your industry or field?
• What associations are involved in your industry or field? How will you find them?
• How will you approach professionals in your industry to connect with you?

Contribution
• How will you locate discussion groups relevant to your field?
• What knowledge can you share with your industry?

New LinkedIn trends and tools
LinkedIn for Students: https://students.linkedin.com/
LinkedIn Job Search App: https://mobile.linkedin.com/
New LinkedIn Features in 2018: https://blog.hubspot.com/marketing/new-linked-in-features
Job Search - What is your Marketing Plan for YOU?

- Personal Branding: Stand out from the Crowd
- LinkedIn Research Gate
- Interview & Selection Criteria
- Job Search & Networking
- Resume & Cover Letter

Your Job Search Is Like a Marketing Plan

Graphic from: https://www.targetmarketingmag.com/post/6-ways-job-search-like-marketing-plan/if/ (beviepro.com)

Local versus Global Considerations

Graduate Gateway
Social Media

The A to Z of social media for academia

Your definitive guide to using social and creative media as an academic

October 29, 2019
By Andy Miah
Twitter: @andy_miah

Why should academics be using social media? And which social media should they be using? There are so many tools and networks that could be of potential use to scholars that it can be difficult to keep track.

Times Higher Education has teamed up with Andy Miah, chair in science communication and future media at the University of Salford, to offer you the definitive guide to the social media tools available to academics, and how you can use them as you go about your scholarly work. There are many, many tools, but we have tried to give an idea of how higher education professionals might use them.

We will strive to keep this page as up to date as possible. If you think that we are missing anything, please let us know by tweeting @andy_miah.

More social media resources

https://www.timeshighereducation.com/a-z-social-media

Top 4 Social Platforms for Researchers

https://www.ktaustralia.com/top-4-social-platforms-for-researchers/
Context Matters

“Have you left work experience off your profile as it is no longer relevant? Let me ask you was it not relevant for the butterfly to spend time as a caterpillar?”

Petra Fisher, International LinkedIn Trainer

Conclusion

What is your strategy?

Context Matters

Target
- Essential/Desirable criteria
- Key words/language
- Technology and skills

Network
- Connect with people, key decision makers
- Conferences, Professional associations etc

Social Media
Create Professional brand consistency

Credit: http://www.studio-18.co.uk/brand-values
Get Connected
Join us at the Get Connected networking event to make the most of your job-seeking efforts!
Attend a Prepare to Network session to receive your invitation
bit.ly/graduatethegateway

Linkedin PHOTO BOOTH
Need a professional photo for your LinkedIn profile?
Next Week - Wednesday 4th December
KEEPING IN TOUCH

Call in and see us

Drop in to Building 102 Curtin Connect, 8.45am-5pm Monday-Friday. Prompt advice on career planning, course changes and job applications - no appointment necessary.

Stay in touch

Follow our blog: careersfortomorrow.com.au

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