LEVERAGING LINKEDIN

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INTRODUCTIONS

• In pairs, please share with each other
  • Your name
  • Where you call home
  • Type of degree (master’s, doctoral, post-doc)
  • Field of study
  • Year of study
  • Answer: “When you were younger, what did you want to be when you grow up?”
  • Answer: “When you hear of LinkedIn, what are the first three words that come to mind?’
  • Be ready to introduce your partner

WHAT DO YOU USE TO WHEN SEARCHING FOR A JOB?

COMMON JOB SEARCH STRATEGIES

• Posted positions on job boards (e.g., Indeed.com, Idealist.org, etc.)
• Discipline specific job boards
• Referral from current employee (in)formally
• Word of mouth – “Oh, have you thought about [X, Y, Z] company?”
• Job postings on target company/organization websites
• LinkedIn

THE HIDDEN JOB MARKET

• Studies consistently indicate that most jobs are NOT posted publicly
  • 20% vs. 80%
• Is my current search strategy efficient and effective?
**Networking**

What is it? Why is it important?

**Essential Questions**

1. What is networking? Why is it important?
2. How can I use LinkedIn to seek out connections?
3. How do I connect with UMD alumni?

**Why is this important?**

What is the current career landscape for those with PhDs?

**Why spend time on networking?**

1. Gain valuable information about your chosen career path or options you are considering
2. Most people get a job through someone they know
3. Your network is a place to get advice about problems and support in tough situations
4. Increases your value to employers
5. You have many opportunities as a student to grow your network and the privilege/freedom to ask lots of questions

**Networking Situations**

1. Events
   - Departmental Talks, UMD
   - Student Organizations
   - University Career Center & The Graduate School
   - Family & Other Social gatherings
2. Professional Conferences & Organizations
   - Sessions & Workshops; Socials
   - Member & Attendee Lists
3. Self-Initiated “Informational Interviews” for career exploration and job search

**LinkedIn**
LinkedIn Claims Half a Billion Users

92% of recruiters say they use LinkedIn

Source: Fortune, April 17, 2017

WHY USE LINKEDIN?

- Tell your professional story
- Maintain and build a network of professional colleagues and contacts
- Career exploration and information gathering
- Job search tool to uncover the “hidden job market”
  - Informational interviewing

WHO HAS LINKEDIN?

- Sit next to someone who does

TOP FIVE TIPS FOR EFFECTIVE PROFILES

- Professional Picture
- Engaging Headline
- Strong Summary
- Experience shows value added and evidence
- Skills and recommendations
- Activity: Let’s look at some Profiles.

TIP#1: Just do it! Look at other profiles. Educate yourself.

Source: LinkedIn: The Ultimate Cheat Sheet
HOW CAN YOU USE LINKEDIN TO MANAGE YOUR PROFESSIONAL NETWORK?

- Start by adding former colleagues, classmates, supervisors
- Add current classmates and colleagues
- Connect within 48 hours with new people you meet at events
- **TIP #2:** Spend 15-20 minutes a day in LinkedIn.

EXPANDING YOUR NETWORK OVER TIME

- Search for alumni of your program
- Reach out to alumni working at places of interest
- Get introduced by those already in your network
- Cold contacts
- **TIP #3:** Use personalized messages to connect.
  - who you are
  - how you found them
  - what you want

NETWORKING SCRIPTS

Find scripts on:
- [https://cheekyscientist.com/](https://cheekyscientist.com/)

**TIP #4:** JOIN ALUMNI GROUPS

- First, join the groups
- On your profile page, enter the university/college name
- Once you are in the group, click on the Alumni button.

TERRAPINS CONNECT

- Let’s all sign up!
- Create a profile
- Account needs to be approved
- You will receive an email once it is activated.
How to sign up:

- Use LinkedIn to explore career paths and companies
- Join and contribute to groups
- Use your contacts to set up informational interviews
- TIP #5: Leverage the Notifications feature.
- TIP #6: Do informational interviews!
  - “I was just on LinkedIn and saw that we went to the same college.” Or: “I saw on LinkedIn that you also worked with so-and-so!”

TIP #7: Use LinkedIn for uncovering hidden job market

- 60-85% of jobseekers found their position through networking or a personal contact!
- Use the Alumni feature to identify potential employers, do company research and prepare for interviews.
- Use the Jobs feature to identify potential employers
- Review Companies and openings posted
- HR folks review LinkedIn pages

TIP #8: Use informational interviews to create opportunities.
  - “I was just on LinkedIn and saw that we went to the same college.” Or: “I saw on LinkedIn that you also worked with so-and-so!”

TIP #9: Commit to incorporating LinkedIn into your career exploration and overall professional development. TAKE SMALL STEPS.

TIP #10: Utilize the career and professional development resources available at Maryland. DO NOT WAIT.

What are my next steps?

- Answer the last question on your notes handout
- What is one step you will take after this session to plan for your career?
- Be ready to share.

Using online career tools

- Assess interest, skills, and values
- Generate careers from assessments
- Information about careers
- Create plan and set goals
- Discuss the plan with your advisor/mentor
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Please fill out end-of-session survey. Thanks!