Virginia Tech Postdoc Essential Skills Series

Crafting an Effective LinkedIn Presence

Wednesday, July 13th, 12-1 PM

VT | RESEARCH AND INNOVATION
VIRGINIA TECH.

LinkedIn – Both a personal branding & networking tool

- Powerful platform for networking
- Used heavily in the corporate world
- Can post/share updates/thoughts
- Can link to publications, other media
- Can self-author articles on the platform

Did you know?

There are more than 830 million profiles across 200 countries & regions across the globe

There are 214,000+ Virginia Tech alumni on LinkedIn?

You have FREE access to LinkedIn Learning through Virginia Tech:
http://linkedinlearning.vt.edu/

You can practice your responses to common interview questions and receive AI-assisted feedback using their new interview preparation tool

Networking & relationship building make job searches more effective

Most jobs (~70-85%) are never advertised

Overview of a few core LinkedIn features

Settings & Privacy: Visibility of your profile & network

- Profile viewing options:

- *Choose whether you're visible of viewing in private mode*

Editing your public profile & URL

- Edit your custom URL

- *Personalize the URL for your profile.*

- linkedin.com/in/XXX

Open to work feature

Let recruiters know you are open to work

LinkedIn Headline – Limited to 120 characters

- By default, LinkedIn creates your headline based on your current job title and company. For example: "Web Developer at Jobscan."

- BUT, you need to stand out and convey your future value in the headline….the headline is the 1st thing visible in LinkedIn search results

- Definitely don't put just "Postdoctoral Associate" in your headline!

Sample LinkedIn Headlines

- Biochemical Engineer | Process Engineer | Project Manager

- Senior R&D Medical Device Engineer / Project Management / Material Specialist

- Chemist that loves projects that improve quality of life + inspiring future scientists

- Biomedical Scientist - Regenerative Medicine - R&D Consultant

- Postdoc at NC State. Interests: Electronic Textiles, Wearables, Flexible electronics, Soft robotics

Activity – Draft or Consider Revising Your Headline

Spend ~3 minutes drafting your headline on your own

In your breakout group, share your headline and provide/receive feedback from others on their headlines

Total time for activity: 10 minutes

• Allows you to talk more about yourself and the value you bring.

• While you have a 2,000 character limit here, **only the first 3 lines of your about section are shown by default** (without a visitor having to click to see more)

• **Thus, you have ~300 leading characters in your about section to grab someone's attention and make them want to read more . . . so make them count!**

Sample LinkedIn About Sections

• As a researcher in applied math and computer science, I design, implement, and evaluate algorithms for large-scale data mining and analytics, machine learning, graph theory, linear algebra, and scientific computing.

• I am an experienced molecular biologist, with a background in ecological genetics and forensic science. I am primarily interested in research and molecular diagnostic development.

• I am looking for a career that will allow me to further develop my analytic and programming techniques to solve problems, particularly those related to the modeling, optimization, and control of physical/biological systems.

Additional Sample LinkedIn About Sections

- **My passion is for emerging disruptive, instructive, sustainable and engaging technologies that can be leveraged to solve technical challenges and engage the public in science. I am an accomplished and energetic team leader, multitasker and problem solver. During my** research career, smart, responsive materials, polymer engineering, nanoscale engineering, microfluidics, soft robotics, colloidal assembly and 3D printing were my main areas of interest and focus.

- **I am a Research Economist for the United States Forest Service. My work examines the additionality of market interventions used to promote sustainable forest management and the socio-economic impacts on affected communities. Using tenets of behavioral** economics coupled with agent based models, I examine the effects of market interventions on land-use change and wealth distribution.

- **If my "day job" in drug development consulting is my Clark Kent identity, then my alter ego as Superman is my "side gig" as a career coach for STEM trained graduates. I've been growing my company, STEM Career Services, for the past 5 years and I love to share** stories of my real world expertise in the workplace as a hiring manager with coaching clients and audiences across the country to help them bridge that often difficult gap from academia to nonacademic positions....

- **Researcher with diverse intellectual background. Expertise in image processing, statistics, and data visualization. Passionate about education, healthcare and data ethics. Experience in Python ecosystem. Hungry for new challenges. Projects & more at *https://XXXX.github.io*.**

Activity – Draft or Consider Revising Your About Section

Spend ~5 minutes drafting the first 2-3 sentences your about section on your own
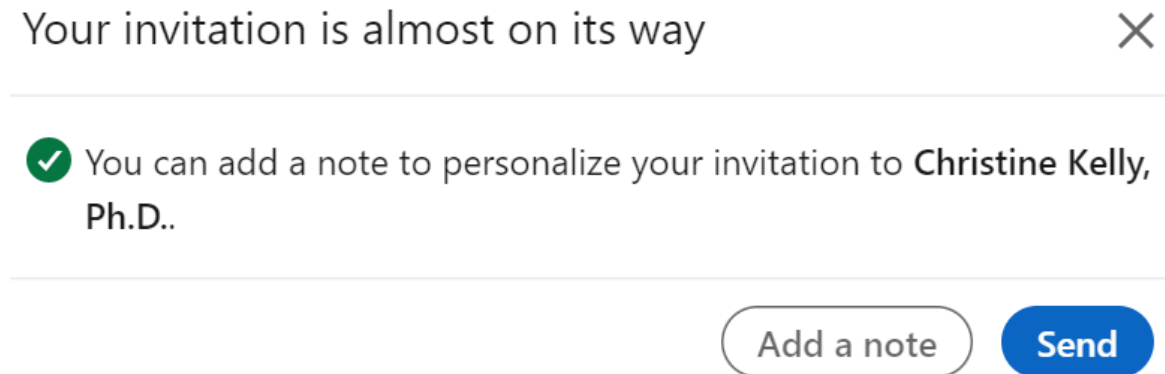
In your breakout group, share these opening about section sentences and provide/receive feedback from others on their about sections

Total time for activity: 15 minutes

Connecting & Messaging on LinkedIn

- When requesting to connect with someone on LinkedIn, always add a message/note contextualizing why you are reaching out to connect. You have a 300 character limit in these messages. So keep it brief and to the point!

- The desktop-based site will allow you to add a note after hitting connect.
- When using the LinkedIn app, click on the "…" when on the individual's profile and choose "Personalize invite" to access the note/message function when you send your connection request.

Your invitation is almost on its way ✕

✅ You can add a note to personalize your invitation to **Christine Kelly, Ph.D..**

(Add a note)   **Send**

- **You can access a 1ˢᵗ degree connection's email (if they provided one in the platform) from the "contact info" link at the top of their profile.**

- **If you are a member of a LinkedIn group, you can message anyone in the group without being connected with them prior! So, find relevant groups to join!!**
  - *This is a helpful feature even if you pay for LinkedIn Premium as you only have 5 InMail credits per month*

Informational Interviews & Career Exploration

Someone is out there living your future...

By talking with people in careers of potential interest, you get a window into a potential future for you.

Informational interviews allow you to, in a way, have a conversation with a future version of you.

- You can ask questions that matter to you about a career path and focus on your key values and interests.
  - Good work-life balance?
  - High level of autonomy?
  - Work from home?
  - Ability to grow and advance at the organization?

  - <u>Leverage LinkedIn Alumni Tool</u> to identify potential contacts

Learn more about:
<u>career exploration</u>, <u>informational interviews</u>

Additional Readings & Resources

- **Join our VT Postdocs Past & Present LinkedIn Group!**

  - **bit.ly/VT-postdoc-linkedin-group**

- **LinkedIn Help**

- **Bring your professional story to life**

  - **LinkedIn creator mode**

- **Craft a LinkedIn profile video**

- **Record your name pronunciation in your profile**

- **Set up job search updates/alerts in your account**

- **LinkedIn Guys – former employees share tips**

Explore Past Essentials Skills Content