

Build your Online Professional Profile in 90 Minutes or Less!

A Lunch and Learn from UCSF's Office of Career and Professional Development (OCPD)

Presented by Linda Louie, Ph.D.
Assistant Director, OCPD

- While you wait
(optional):
- Introduce yourself to someone nearby
 - Take a look at our "Identify Different Mentors" handout
 - Enjoy lunch!



Welcome and Introduction

What you'll be able to do after today:

- Know the purpose of having a LinkedIn profile
- Identify the true profile “must-haves”
- Write a headline and summary
- Find and connect with UCSF alums who could serve as career mentors



Ready to get it done?

Join this lunch and learn anytime; leave when you need to.

- 12-12:10: Welcome
- 12:10-12:20: Identify your goals
- 12:20-1:15: Work through our checklist of challenges*
- 1:15-1:30: Wrap-up and questions**

**Access the list on slide #12 at <https://tiny.ucsf.edu/professionalprofile>*

Your challenge includes:

- Filling out the basic profile elements required to finding opportunities and expand your network, and
- Options to go further:
 - If you're working on your professional brand
 - If you know what kinds of jobs you're aiming for

Your feedback is important to us!

Please take our 3-minute survey about this workshop.



tiny.ucsf.edu/LL2024

Hello from OCPD's Researcher Team!

Career Counselors



Linda Louie, PhD
Assistant Director, PhDs



Ray Care, PhD
Program Director



David Blancha, PhD
Program Manager

Peer Advisors



Trase Aguigam

- PhD Candidate, Tetrad
- Intern, OCPD



Jaysón Davidson

- PhD Candidate, Pharmaceutical Sciences and Pharmacogenomics
- Intern, OCPD



Matt Arvedson

- PhD Candidate, Biomedical Sciences
- Intern, OCPD



Jocelyne Fadiga

- PhD Candidate, Tetrad
- Intern, OCPD

Remember to connect with people you meet IRL!

Find a mentor. Be a mentor. See: tiny.ucsf.edu/UCSFmentor

- ~~1/16 @ 5 pm: UCSF Student and Alumni Mixer at Spark Social~~
- ~~1/17 @ 11 am: The Coffee Chat Protocol~~
- ~~Jan 22/23: Choosing a Thesis Lab~~
- **Jan 30: Mentoring Awards (and this lunch and learn!)**



Why do you want to create an online professional profile?

What kinds of mentors are you looking for?



The platforms we'll focus on today:



In each section of this Lunch & Learn:

- A challenge to complete.
- If it's something you've already done:
 - Work on the “level up” options
 - Ask for feedback from your facilitator
 - Search for profiles to use as models (friends, colleagues, mentors)



Our challenges for you today:

- Create an account (or get back in)
- Add a photo
 - Level up: Add a background
- Customize settings
 - Level up: Customize your URL
- Add a headline
 - Level up: Add a summary
- Add educational history
- Add experience
 - Level up: Add detail
- Add 5 connections
 - Level up: Add 5 more!
- Use your profile to learn and connect

Evidence-based sources for this workshop:

- Barrufaldi, S.H., G. Di Maio, P. Landoni (2017). “Determinants of PhD holders’ use of social networking sites: An analysis based on LinkedIn.” *Research Policy*, 46 (2017), pp. 740-750, [10.1016/j.respol.2017.01.014](https://doi.org/10.1016/j.respol.2017.01.014)
- Briscoe, J. P., & Hall, D. T. (2006). “The interplay of boundaryless and protean careers: Combinations and implications.” *Journal of Vocational Behavior*, 69(1), 4-18. [10.1016/j.jvb.2005.09.00](https://doi.org/10.1016/j.jvb.2005.09.00).
- Davis, Joanna Hans-Georg Wolff, Monica L. Forret, Sherry E. Sullivan (2020). “Networking via LinkedIn: An examination of usage and career benefits.” *Journal of Vocational Behavior*, Volume 118, 103396, [10.1016/j.jvb.2020.103396](https://doi.org/10.1016/j.jvb.2020.103396).
- Johnson, M. A., & Leo, C. (2020). The inefficacy of LinkedIn? A latent change model and experimental test of using LinkedIn for job search.” *Journal of Applied Psychology*, 105(11), 1262–1280. [10.1037/apl0000491](https://doi.org/10.1037/apl0000491).

Identify your goals

Some common reasons to make a profile:

- “I want to get better at talking about who I am and what I do”
- “I want to be prepared for future opportunities”
- “I want to broaden my network or find mentors”
- “I’m applying for jobs through the platform”
- “I want recruiters to contact me about jobs I’d like”
- “I want to be a thought leader in my field”

Why we think everyone should have a profile:

- “I want to get better at talking about who I am and what I do”
- “I want to be prepared for future opportunities”
- “I want to broaden my network or find mentors”
- “I’m applying for jobs through the platform”
- “I want recruiters to contact me about jobs I’d like”
- “I want to be a thought leader in my field”

What a lot of online advice focuses on:

- “I want to get better at talking about who I am and what I do”
- “I want to be prepared for future opportunities”
- “I want to broaden my network or find mentors”
- “I’m applying for jobs through the platform”
- “I want recruiters to contact me about jobs I’d like”
- “I want to be a thought leader in my field”

Research confirms LinkedIn can help you.

Barrifaldi, di Maio, & Landoni (2017)

- Helps PhD-holders find career opportunities and collaborations outside their academic environment.
- Helps overcome information asymmetries in career transitions.



It also advises some caution.

Johnson & Leo (2020)

- Use others' profiles as models, rather than measuring sticks
- Limit your time on LinkedIn week-to-week
- An addition or precursor to, not substitute for, face-to-face networking



Come talk to us if you're job searching!

<https://career.ucsf.edu/appointments>

Meet with a counselor one on one:

SCHEDULE AN APPOINTMENT

Profile basics


❑ Create (or get back into) your LinkedIn account.

- You don't need to add any contacts yet.
- We don't recommend connecting with people you don't know at this stage.



□ Add a photo

- A headshot (i.e. not full body or with other people)
- Decent lighting, business casual clothes, neutral or professional background
- Be consistent across professional platforms.



Aaron D. · 2nd
Product Manager at Flatiron Health



Ibraheem Ali (He/Him) · 2nd
Program Manager of Research Int



Tepring Piquado, PhD ✓ · 2nd
Neuroscientist. Researcher. Policy Director.
Bellflower, California, United States · [Contact info](#)

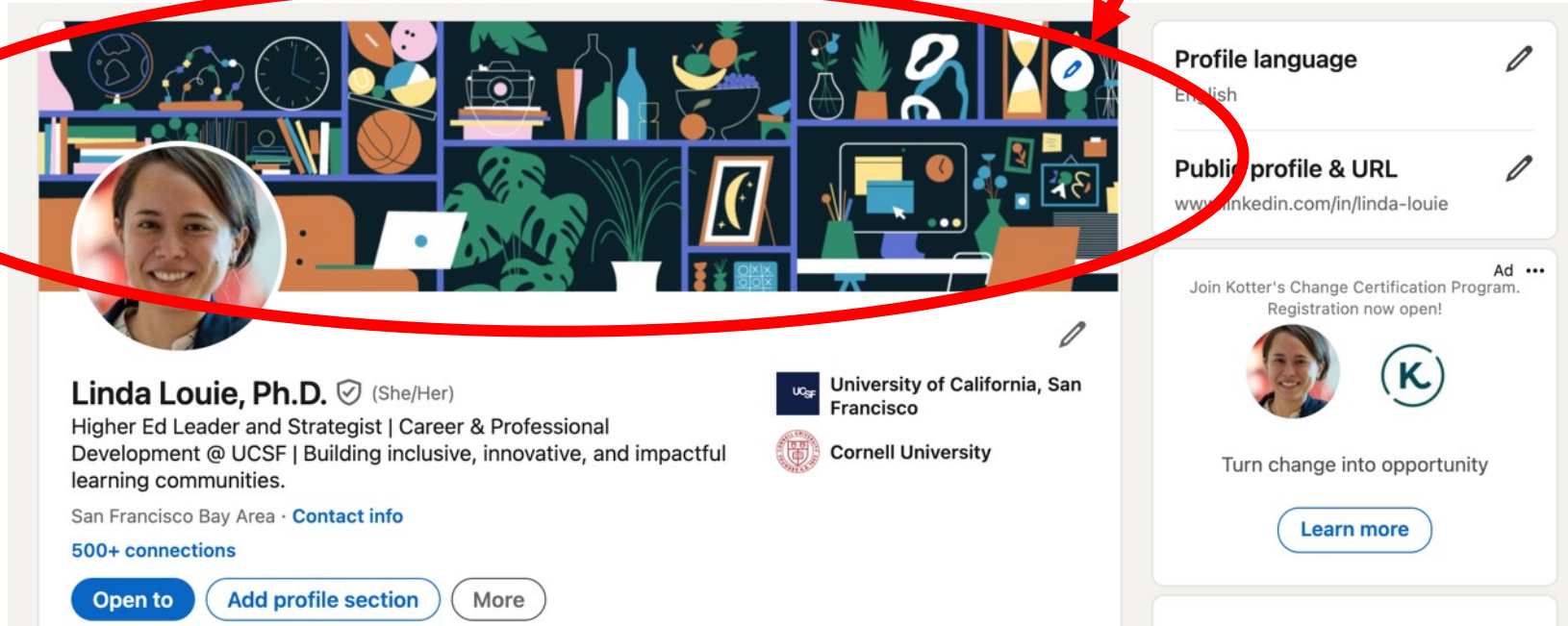
 ADDSTEAM
 Brandeis University

Need a professional headshot?

- Check out the free Iris photo booth at the Student Success Center on the Parnassus campus.
- Mon-Thu 9 am-5 pm; Fri 8 am-4 pm; closed from 1-2 pm.
- Email success@ucsf.edu with Qs.



Level up: Add a background photo



The image shows a LinkedIn profile for Linda Louie, Ph.D. A red circle highlights the background image area, which features a colorful, abstract illustration of a desk and shelves with various objects like books, a camera, a laptop, and plants. A red arrow points from the title 'Level up: Add a background photo' to this highlighted area.

Linda Louie, Ph.D. (She/Her)
Higher Ed Leader and Strategist | Career & Professional Development @ UCSF | Building inclusive, innovative, and impactful learning communities.
San Francisco Bay Area · [Contact info](#)
500+ connections

[Open to](#) [Add profile section](#) [More](#)

University of California, San Francisco
Cornell University

Profile language English

Public profile & URL www.linkedin.com/in/linda-louie

Ad ...
Join Kotter's Change Certification Program. Registration now open!

Turn change into opportunity

[Learn more](#)

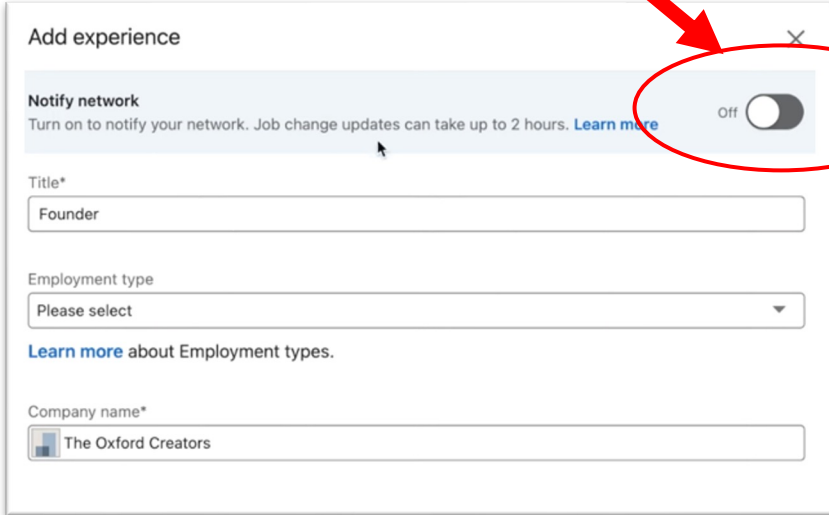
☐ Customize settings.

- Consider your preferences re: visibility and data privacy.



□ Customize settings.

- Be sure to toggle off the “Notify Network” button to avoid telling people every time you make a change.



The screenshot shows a form titled "Add experience" with a close button (X) in the top right corner. A red arrow points to a "Notify network" toggle switch, which is currently in the "Off" position. The toggle is circled in red. Below the toggle, there are three input fields: "Title*" with the value "Founder", "Employment type" with a dropdown menu showing "Please select", and "Company name*" with the value "The Oxford Creators".

Add experience [X]

Notify network
Turn on to notify your network. Job change updates can take up to 2 hours. [Learn more](#) Off

Title*
Founder

Employment type
Please select

[Learn more](#) about Employment types.

Company name*
The Oxford Creators

Level up: Customize your URL.

Linda Louie, Ph.D. ✓ (She/Her)
Higher Ed Leader and Strategist | Career & Professional Development @ UCSF | Building inclusive, innovative, and impactful learning communities.
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University of California, San Francisco
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www.linkedin.com/in/linda-louie

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Describing yourself

□ Add a headline.

- Things you can include (pick 2-3): Current title/institution; title or field you're aiming for; keystone personal value; key skills or leadership positions.



Dina Buitrago Silva · 1st
Scientist I at Metagenomi | DEI advocate



Fauna Yarza · 1st
Developing RNA technologies
San Francisco, CA
📄 Experience: Inceptivo, Actym Therapeutics, Inc., and 6 more



Zak Doric, PhD ✓ · 1st
Biotech investing at Andreessen Horowitz

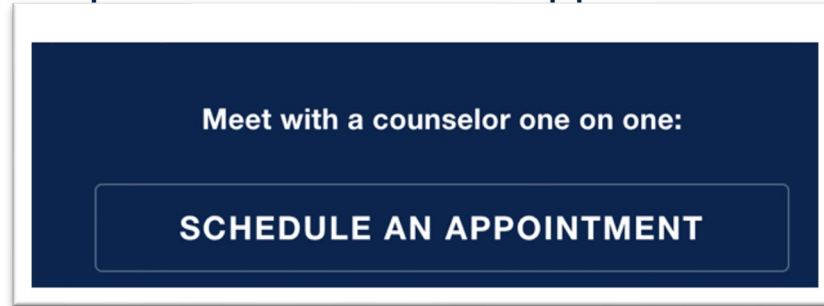
□ Level up: Add an "About" summary

There's no "right" way – find models you like and experiment! Brief is fine.

- [Type of scientist] with [x] years' experience conducting research in [fields]. Expertise in [skills]. Passionate about connecting underserved communities with opportunities, with experience in [student leadership roles; DEI advocacy; mentorship or teaching; volunteering; etc.]
- I am a [wet lab scientist] with [x] years of academic experience interested in working to [research goal]. My background is in [field] with additional experience in [other field]. I am interested in learning more about industry while using my expertise to advance cutting-edge research.
- PhD-level [computational scientist], with expertise in [tools], working with [fields/diseases]. Passionate about using data science to advance patient care.
- PhD candidate at [X lab], interested in industry opportunities. Publications available at Google Scholar: [Link]
- [Type of scientist] passionate about bringing evidence-based pedagogy to science education. Committed educator with [X] years' experience bringing science to students of various ages.

Not sure what to say? Come talk to us!

<https://career.ucsf.edu/appointments>



Education and experience

❑ Challenge: Add/update educational history

- Your PhD-granting institution (even if in progress) with area of study
- At least one undergrad institution with area of study
- Further details are optional, aren't necessary

□ Challenge: Add (or update) your experience

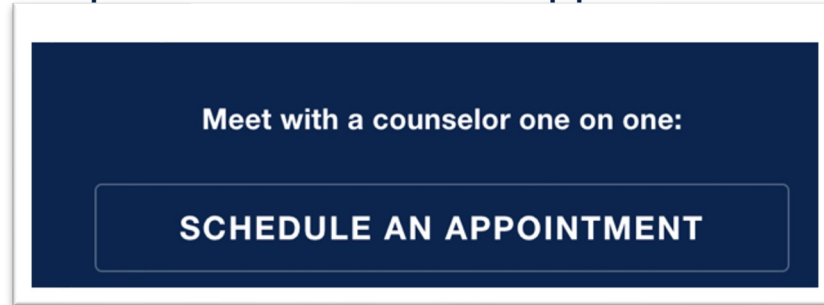
- Your research experience at the PhD and/or postdoc level
 - Suggestion: Include a link to your ORCID/Google Scholar if you don't have it in your "About"
- (If applicable) Graduate- or postdoc-level internships, leadership roles, outreach work
- Probably don't include:
 - Undergrad jobs (unless relevant to jobs you want)

□ Level up: Add detail to your experiences

- Options to include (under each role):
 - Artifacts, e.g.: videos of you speaking; project websites
 - Short description of your role (1-2 sentences or bullets)
 - Accomplishments, awards, impact
 - If you're interested in recruiter contacts: add 3-5 skills to each

Not sure what to say? Come talk to us!

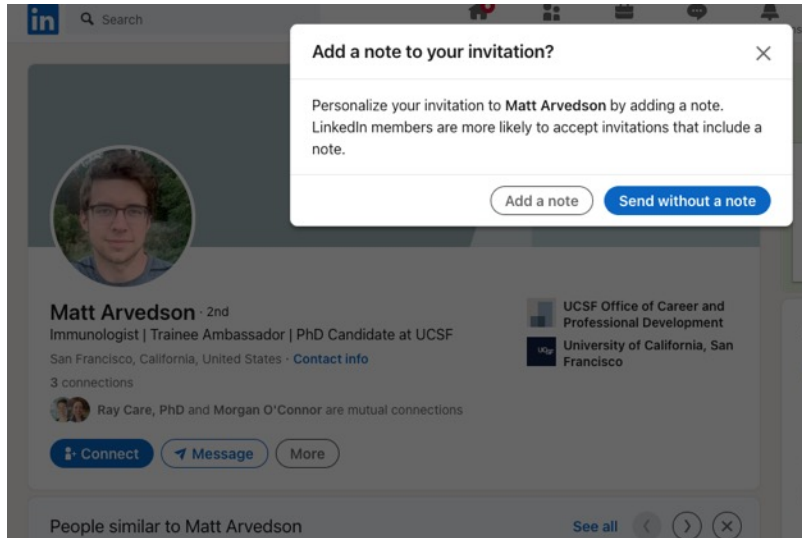
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Adding connections

Challenge: Add 5 connections

Include a note! Start with people you feel comfortable connecting with.



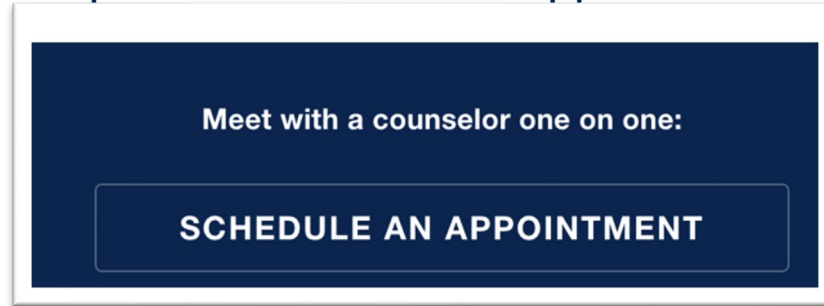
- **Current colleague:** “Hi Matt, I’m finally setting up a LinkedIn. Nice running into you yesterday!”
- **Friendly but lost touch over the years:** “Hi Matt, it’s been awhile! I hope all is well with you and that you’re enjoying UCSF.”
- **Might not remember you:** “Hi Matt, it’s been awhile since our library clerk days! Congrats on your new role at UCSF.”

□ Level up: Add 15 more connections

- Connections from your time at UCSF
 - Ideas: OCPD staff; current and former lab colleagues; mentors; mentees; people you met at conferences or in rotations; Twitter contacts; internship or “extracurricular” contacts
- Connections from your time at other academic institutions (e.g. grad school, undergrad)
 - Ideas: Colleagues or supervisors from jobs; roommates; friends from student groups; mentors; mentees

Not sure whom to add? Come talk to us!

<https://career.ucsf.edu/appointments>



Level up: Link your profile to UCSFConnect

The image shows a screenshot of the UCSF Connect website. At the top left, the text reads "UCSF Connect" followed by a tagline: "By fully integrating with social networks, and cultivating a culture of helping and giving back, you will be amazed how vibrant your UCSF community is!". In the top right corner, there is a "JOIN NOW" button and a "Sign in" link with a user icon. A large red arrow points from the "JOIN NOW" button towards the center of the page. In the center, a white modal window is open, titled "Welcome to University of California San Francisco". Below the title, it says "Join the UCSF Connect community and gain professional leads and connections through University of California San Francisco's global online community". The modal contains several sign-in options: "Sign in with LinkedIn" (circled in red with a red arrow pointing to it), "Sign in with Google", "Sign in with Facebook", and "UCSF MyAccess Login". Below these options is an "OR" separator. At the bottom of the modal, there is a partially visible "Sign in with..." button. The background of the website is a light gray with a circular image of a person's hands holding a plant. At the bottom of the page, there are two circular profile pictures of people.

Remember to connect with people you meet IRL!

Find a mentor. Be a mentor. See: tiny.ucsf.edu/UCSFmentor

- ~~1/16 @ 5 pm: UCSF Student and Alumni Mixer at Spark Social~~
- ~~1/17 @ 11 am: The Coffee Chat Protocol~~
- ~~Jan 22/23: Choosing a Thesis Lab~~
- **Jan 30: Mentoring Awards (and this lunch and learn!)**



And you can connect with us 😊 (Please add a note!)

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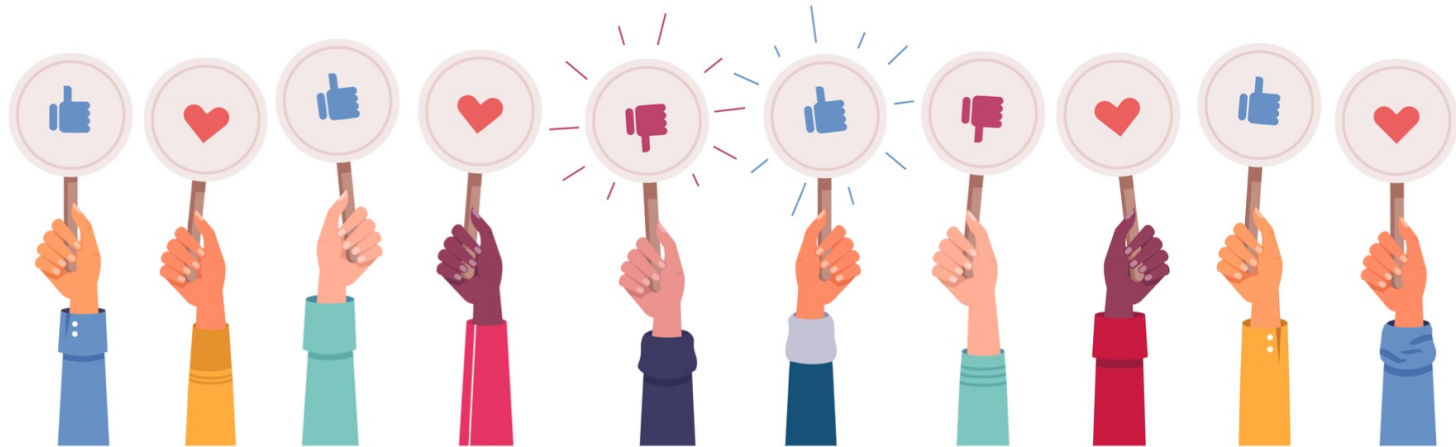


Jocelyne Fadiga

- PhD Candidate, Tetrad
- Intern, OCPD

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tiny.ucsf.edu/LL2024

I have a profile – now what?

Follow companies

Make your feed work for you!

- Look up and follow 5-10 companies or organizations you're curious about, e.g.:
 - California Department of Health
 - NASA
 - Genentech
 - Mammoth Biosciences

□ Follow people

- Low-stakes way to learn from them (and learn about possible opportunities) if you're not ready to connect yet
- Look at their career trajectories and companies they follow to add to your list

☐ Reach out to possible mentors

How? Come to our workshop tomorrow to find out!

The screenshot shows a webpage from the UCSF Office of Career and Professional Development. The header includes the UCSF logo and navigation links for 'Health Professional Students', 'Grad Students and Postdocs', and 'Employers'. The breadcrumb trail is 'Home > Events > Events'. The main title is 'The Coffee Chat Protocol: Using Informational Interviews to Find Mentors and Opportunities'. Below the title, the event details are listed: 'Date: January 17, 2024', 'Time: 11 a.m. - 12:30 p.m.', and 'Place: Zoom'. A blue button labeled 'REGISTER HERE' is prominently displayed. Below the button, a paragraph states: 'This program is for UCSF graduate students and postdocs at any stage, from any program, are welcome. This workshop is designed with research-based graduate students and postdocs in mind.' The section 'Overview' is partially visible at the bottom, starting with the text: 'Most of us find it daunting to reach out to a stranger; but most potential mentors start as people you don't know yet. Whether you're choosing a thesis lab, seeking research collaborators, exploring careers, or'.

UCSF Office of Career and Professional Development
Student Academic Affairs

Health Professional Students ▾ Grad Students and Postdocs ▾ Employers

[Home](#) > [Events](#) > Events

The Coffee Chat Protocol: Using Informational Interviews to Find Mentors and Opportunities

Date: January 17, 2024
Time: 11 a.m. - 12:30 p.m.
Place: Zoom

[REGISTER HERE](#)

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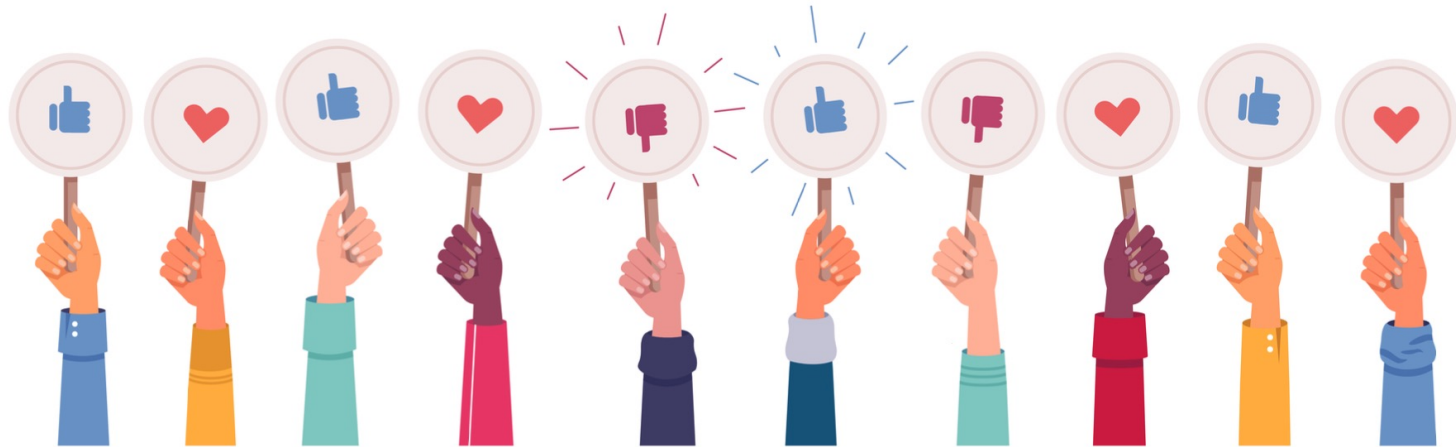
Overview

Most of us find it daunting to reach out to a stranger; but most potential mentors start as people you don't know yet. Whether you're choosing a thesis lab, seeking research collaborators, exploring careers, or

Q&A/Office Hours

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