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

- Matt Arvedson
  - PhD Candidate, Biomedical Sciences
  - Intern, OCPD

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

- Jocelyne Fadiga
  - PhD Candidate, Tetrad
  - Intern, OCPD

Build your Professional Profile – 1/16/24 and 1/30/24
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:

Linkedin

UCSF Connect
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:


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.
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
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.
Level up: Customize your URL.
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.
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!

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Meet with a counselor one on one:

SCHEDULE AN APPOINTMENT
**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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Meet with a counselor one on one:

SCHEDULE AN APPOINTMENT
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!

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Meet with a counselor one on one:

SCHEDULE AN APPOINTMENT
Level up: Link your profile to UCSFConnect
Remember to connect with people you meet IRL!
Find a mentor. Be a mentor. See: tiny.ucsf.edu/UCSFmentor

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

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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 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

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.

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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