

Using LinkedIn: for Students and Postdocs

UCSF Office of Career & Professional Development Student Academic Affairs

Patti Meyer, Program Director, Non-Academic Careers

Stay Connected!

Want the latest info on career & professional development programs and resources delivered to your inbox?

Join our listserv with your Personal Email career.ucsf.edu/listservs

ucsfconnect.com Easiest with LinkedIn or Facebook



Join UCSF Connect, the official networking platform for the UCSF community.



Network!

Join the conversation and connect with over +2,500 UCSF students, postdocs and alumni on our LinkedIn Group with the Alumni Association! Search for:

LinkedIn UCSF Alumni Network (students and postdocs welcome!)

Agenda

- Learn how to use LinkedIn to: explore careers and find employment opportunities
- 2. Understand how this tool can help you in your current career work
- 3. Develop specific strategies for using this tool
- 4. Start to use ucsfconnect.com

UCSF has built it and they are coming....



1. Learn how to use LinkedIn to:

Explore careers and find employment opportunities

Meet the person near you, introduce yourself and name the reason you are interested in LinkedIn today

I am here because I might want to consider using linked in to...

Explore careers in

Look for jobs related to

Career Exploration: Three lists of 10

Ten Organizations

Ten Job Titles

Ten People connected to one of the above



2. Understand how this tool can help you in your current career work

Career Exploration:

- Learn about a career area
- Locate people for informational interviews

Job Search:

- Learn more about an organization
- Learn more about jobs
- Locate people to support you as an applicant

Agenda

3. Develop specific strategies for using this tool

Now, a few strategies...

Making a Solid Profile

- Photo smile, avoid patterns
- Concise summary ask someone to review
- Formatting make it easy on the eye
- Keywords- how do you want others to find you?
- Groups keep a focus here
- Take a few minutes to make your profile better

Going Incognito – Free version

Hover UPPER RH corner over picture -see DROP DOWN Menu, click on **Privacy and Settings**

-then click on **Privacy Profile Viewing Options** Choose **Private Mode**

Going Incognito on LinkedIn



Going Incognito – Free version

-then click on **Privacy Profile Viewing Options** Choose **Private Mode**

...your goal is a radio button named Anonymous LinkedIn Member

Going Incognito on LinkedIn

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Patti Meyer Program Director, Nor California, San Francis Member since February	n Academic Career Development, OCPD, University of sco 19, 2013	27 connections	
Account	Privacy	Communication	ns
Profile privacy Blocking and hiding Job seeking Data privacy and advertising	Profile privacy Edit your public profile Choose how your profile appears to non-logged in mere engines or permitted services	mbers via search	Change
Security	Who can see your connections Choose who can see your list of connections		Change Only you
	Viewers of this profile also viewed Choose whether or not this feature appears when peo	ple view your profile	Change No
	Sharing profile edits Choose whether your network is notified about profile	e changes	Change No
	Profile viewing options Choose whether you're visible or viewing in private mo	ode	Close Private mode

Going Incognito on LinkedIn

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(12) Patti Meyer	Linkedin	Profile viewing LinkedIn	
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Profile privacy Blocking and hiding Job seeking Data privacy and advertising	Profile viewing options Choose whether you're visible or viewing in private mode Select what others see when you've viewed their profile Your name and headline Patti Meyer	Close Private mode	
Security	Program Director, Non Academic Career Development, OCPD, University San Francisco, California Higher Education Private profile characteristics Business Strategist in the Higher Education industry from	rsity of California, San Francisco n San Francisco Bay Area	
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	Notifying connections when you're in the news	Change	

Choose whether we notify people in your network that you've been

Using LinkedIn To Explore Careers...begin with three lists of 10 each

Finding Organizations

- Look at work history of contacts
- Click on Jobs in middle top toolbar
- Then search box appears –
- Do a search in order to get access to filters on RH side of the screen
- Also look at the next horizontal bar that appears Top People ...

Find Organizations



Find Organizations



21

Finding Job Titles

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- Then search box appears –
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Finding Job Titles -example

Use People

Put name of company in the box

Even if you cannot see names, you can see job titles





Finding People

- Look at work history of contacts
- Click on Jobs in middle top toolbar
- Then search box appears –
- Do a search in order to get access to filters on RH side of the screen
- Also look at the next horizontal bar that
- appears Top **People** ...

Finding People

Start with your contacts, look at the work history, education and other affiliations

Use Filters to the RH side that appear after you put in a search

Use "structuring your search" within the search box





Find People

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VCSF + 1 shared connection + Similar		
Lot Keywords		
immunology Jane Grogan 2nd Senior Scientist and Group Leader Cancer Immunology and		
First Name Epigenetics at Genentech		
San Francisco Bay Area • Biotechnology ► 2 shared connections • Similar		
Last Name Bryan Irving Ph.D. 2nd Senior Director of Cancer Immunology at CytomX Therapeutics		
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- Learn how to use LinkedIn to: explore careers and find employment opportunities
- 2. Understand how this tool can help you in your current career work

3. Develop specific strategies for using this tool

Find Employment Opportunities

Begin with Jobs in bar, then put Keyword or Company Name

Ask directly of the contacts you have found in LinkedIn

Follow your companies via LinkedIn

Find Employment Opportunities

Click on Jobs in middle top toolbar

- Then search box appears –
- Do a search in order to get access to filters on RH side of the screen
- Also look at the next horizontal bar that

appears – Top – People - **Jobs**

Look at work history of contacts

To follow a company on LinkedIn:

- Click on jobs to open Search box
- Type a company name in the Search field.
- Click the Follow button to the right of the company name in the search results list.



 Learn how to use LinkedIn to: explore careers and find employment opportunities

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Using Tools of LinkedIn with courtesy

- •Send Message
- •Connect
- •InMail

Action	Relationship	When to use
Send message	 1st Connection 	Seeking an informational interview or more information

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Send message	 1st Connection 	Seeking an informational interview or more information
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Send message	 1st Connection 	Seeking an informational interview or more information
Connect	 2nd Connection 	When there is a strong connection or two ways you are connected And the person is close to you in stature
Request Introduction from 1 st Connection	 2nd Connection 	When you want to increase the chances the person will respond and / or when the person is senior to you in stature

Action	Relationship	When to use
Send message	 1st Connection 	Seeking an informational interview or more information
Connect	 2nd Connection 	When there is a strong connection or two ways you are connected And the person is close to you in stature
Request Introduction from 1 st Connection by sending a message	• 2 nd Connection	When you want to increase the chances the person will respond and / or when the person is senior to you in stature
InMail	 None at all 	If you have upgraded to Premium account – worth it for some



- Learn how to use LinkedIn to: explore careers and find employment opportunities
- 2. Understand how this tool can help you in your current career work
- 3. Develop specific strategies for using this tool
- 4. Begin to understand how to use <u>ucsfconnect.com</u>

ucsfconnect.com Easiest with LinkedIn or Facebook



Join UCSF Connect, the official networking platform for the UCSF community.



How to use ucsfconnect.com

Go to Directory on top Bar, then click

Then in Directory, go find WORK and click on the blue OPEN

Then choose among the drop down options – here is example for "biotechnology"

How to use ucsfconnect.com



How to use ucsfconnect.com

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	Find the people	Your UCSF Connect network helps you find inside conn	ections, knowledge and more.	
	you need [®]	Search by keyword, name, company, etc.		
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Because its PRIMARY PURPOSE is the career focus....



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✓Willing to introduce others to my connections

✓ Willing to answer questions about my field/Conduct Informational Interview

✓Willing to speak on campus about my career

✓ Willing to be a mentor
 Offer advice
 Review resume/CV

Worth Noting

In the past 30 days the number for search "biotechnology" under work has doubled!

More than half were actually alums

Be aware of the category "Postdoc (Current and Alum)"

Sometimes your peers can be helpful

Because networking opportunities, job fairs, events, and open jobs are listed.

UPDATES

EVENTS

Why use ucsfconnect? UPDATES!

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	Anand Patwardhan PhD Post doc at UCSF Hello Guys !!! Good to connect with UCSF fellow • 1 Like 8/21/2017 Sara Ayazi, JD, MS Career Counselor/P Professional Development Welcome to UCSF Connect, Anand! • 1 Like 8/21/2017	rs ! :) Program Manager at Office of Career and	Stojan Maleschlijski Vivienne Wat	son
	Reply Katherine Farrar SEPAL Research Scholar and Pr University	rogram Coordinator at San Francisco State	You haven't signed up as will help yet	ing to X
	Hello! I'm excited to connect with other folks interprofessional development, curriculum design, an I Like 8/16/2017	terested in science education research, nd K-20 STEM education.	Allow others to contact you for career he knowledge and connections	elp, share
	UCSF Sara Ayazi Welcome to UCSF Connect! ♥ Like 8/21/2017		Most active use University of California San Francisco	Prs

		ucsfconnect.com	Ċ	
			UCSF Connect - Network	
		Ana Lazic, Ph.D. COO at NanoTemper Technologies		
		Hi everyone. Glad to be part of Mind. My company is hiring Application Scientist. Ping me if you want to learn more.		
		♥ 2 Like 8/10/2017	-	
		Sara Ayazi, JD, MS Career Counselor/Program Manager at Office of Career and		
_		Welcome to UCSF Connect, Ana!	_	
		Like 8/11/2017		
		Reply		
_		Bárbara González Terán Postdoctoral at Gladstone Institutes		
		Hello all! Just joined the group willing to make new connections. Hope to see you around! 1 Like 8/9/2017		
		Sara Ayazi, JD, MS Career Counselor/Program Manager at Office of Career and Professional Development		
		Welcome!		
		Like 8/11/2017		
		Reply		
	9-	Jean-Paul Armache postdoc at UCSF		
		Hello everyone. Nice to make your acquaintance		
		● 1 Like 8/9/2017		
		Sara Ayazi, JD, MS Career Counselor/Program Manager at Office of Career and Professional Development		
		Welcome, Jean-Paul!		
		Like 8/11/2017		

Why use ucsfconnect? EVENTS!

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	Using LinkedIn and Professional Devel August 22 at 12:00 PM Mission Bay Campus: Gene	UCSF Connect-Office of Care opment entech Hall, GEN N-114, 600 16th St, San Fran	cisco, CA 94158	
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O ThirstyBear Brewing Company, 661 Howard St, San Francisco, CA 94105, United States

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UCSF Connect - Network

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UCSF SCHOOL OF DENTISTRY CDA RECEPTION - SAN FRANCISCO

(August 26 at 4:30 PM

O ThirstyBear Brewing Company, 661 Howard St, San Francisco, CA 94105, United States



BMS/MSTP REUNION CELEBRATION

C September 8 at 8:30 AM

O UCSF Mission Bay, 1500 Owens St, San Francisco, CA 94158, United States



EnCorps STEM Teaching Fellowship Interview Day

November 18 at 9:00 AM

Exact Location TBD

Create an event now!

Privacy policy Terms of use

Tech support: support@ucsfconnect.com For the University of California San Francisco alumni department: ucsfconnect@ucsf.edu

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NEXT STEPS career.ucsf.edu

Need more help?

• See more samples of LinkedIn profiles at

https://www.linkedin.com/title/research-scientist

- Schedule a 20 minute MINI (document profile review) appt
- Schedule a 50 minute appointment
- Set time to do 15 min on ucsfconnect.com or LinkedIn

a few times this week

http://career.ucsf.edu/appointments



ucsfconnect.com

http://career.ucsf.edu/appointments







UCSF Alumni Network, Current Students & Postdocs Welcome

https://www.linkedin.com/groups/680877/profile



ucsfconnect.com is here...

Special Thanks to Naledi Saul for her contributions to the program

The End

Patti Meyer, PhD Program Director, Non-Academic Careers