Using LinkedIn: for Students and Postdocs

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
Join

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

ucsfconnect.com  Easiest with LinkedIn or Facebook
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

1. 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....
Agenda

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
Going Incognito on LinkedIn

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
Program Director, Non Academic Career Development, OCPD, University of California, San Francisco, California | Higher Education

Private profile characteristics
Business Strategist in the Higher Education industry from San Francisco Bay Area

Private mode
Anonymous LinkedIn Member

Selecting Private profile characteristics or Private mode will disable Who’s Viewed Your Profile and your viewer history gets erased.

Upgrade to Premium to see all your viewers in the last 90 days while browsing in private mode.

Notifying connections when you’re in the news
Choose whether we notify people in your network that you’ve been viewed.

Change
No
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 the names of organizations
Find Organizations

LinkedIn search results for cancer.

- Core Genetics LG Corporation
  Biotechnology
  11-50 employees
  About: "...transformative cancer diagnostic products for clinical... for cancer diagnostic related products. Core..."
  Similar

- TOMA Biosciences
  Biotechnology
  San Francisco Bay Area • 1-10 employees
  About: "Every cancer patient's tumor has unique genomic errors. Recent efforts by the National Cancer..."
  Similar

- Cancer-Code Corporation
  Biotechnology
  Albuquerque, New Mexico Area • 1-10 employees
  About: "Cancer-Code Corporation (C), located in... and testing of a breakthrough cancer treatment technology..."
  Similar

- ALLUXI
  Biotechnology
  San Antonio, Texas Area • 1-10 employees
  About: "To fight and defeat individual cancer granting them... derrotar el cáncer personal, otorgándoles a est..."
  Similar

- Cornerstone Pharmaceuticals
  Biotechnology
  Greater New York City Area • 11-50 employees
  About: "to changing the way cancer is treated though... of cancer cells. Our research into cancer..."
  Similar

Nonprofit Organizations
Health, Wellness organizations
Biotechnology
Medical Practice
Finding Job Titles

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 Job Titles -example

Use People
Put name of company in the box
Even if you cannot see names, you can see job titles
Gives you the names of job titles!

Gives you the names of job titles!
Find Job Titles

Gives you the names of job titles!

Robin Taylor
LifeCycle Leader, MetMAb at Genentech
San Francisco Bay Area | Biotechnology
Current: Genentech
Previous: Genentech, Mount Sinai Hospital Research Institute, Toronto, Canada, National Institutes of Health
Education: University of California, Berkeley - Walter A. Haas School of Business

Growing Your Career by Following: Genentech

Get the latest on Genentech Jobs, News & more!
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
**Experience**

**Lifecycle Leader, Onartuzumab (MetMAb)**
*Genentech*
December 2010 – Present (2 years 3 months)
Responsible for leading a cross-functional team to create value by driving the development, regulatory, manufacturing, and commercial strategy for onartuzumab across multiple tumor types, including lung, gastric, breast, colon and glioblastoma.

**Senior Director, Oncology Pipeline Head, Global Product Strategy**
*Genentech*
October 2009 – February 2011 (1 year 5 months)
- Manage five Disease Area Directors leading the business strategy for early development molecules in Roche Pharma Research and Early Development (pRED) and Genentech Research and Early Development (gRED).
- Global Product Strategy representative to gRED Early Stage Portfolio Committee and Pharma Oncology Disease Therapeutic Area committees.

**Director, BioOncology Pipeline Commercial Development**
*Genentech*
Agenda

1. 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.
Agenda

1. 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
<table>
<thead>
<tr>
<th>Action</th>
<th>Relationship</th>
<th>When to use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send message</td>
<td>• 1&lt;sup&gt;st&lt;/sup&gt; Connection</td>
<td>Seeking an informational interview or more information</td>
</tr>
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<td>Send message</td>
<td>1(^{st}) Connection</td>
<td>Seeking an informational interview or more information</td>
</tr>
<tr>
<td>Connect</td>
<td>2(^{nd}) Connection</td>
<td>When there is a strong connection or two ways you are connected And the person is close to you in stature</td>
</tr>
<tr>
<td>Action</td>
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</tr>
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<td>--------------------------------------------</td>
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<td>• 2&lt;sup&gt;nd&lt;/sup&gt; Connection</td>
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</tr>
<tr>
<td>Request Introduction from 1&lt;sup&gt;st&lt;/sup&gt; Connection</td>
<td>• 2&lt;sup&gt;nd&lt;/sup&gt; Connection</td>
<td>When you want to increase the chances the person will respond and / or when the person is senior to you in stature</td>
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<td>• 2nd Connection</td>
<td>When there is a strong connection or two ways you are connected And the person is close to you in stature</td>
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<tr>
<td>Request Introduction from 1st Connection by sending a message</td>
<td>• 2nd Connection</td>
<td>When you want to increase the chances the person will respond and / or when the person is senior to you in stature</td>
</tr>
<tr>
<td>InMail</td>
<td>• None at all</td>
<td>If you have upgraded to Premium account – worth it for some</td>
</tr>
</tbody>
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2. Understand how this tool can help you in your current career work
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4. Begin to understand how to use ucsfconnect.com
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
Why use ucsfconnect??
Why use ucsfconnect??

Because its PRIMARY PURPOSE is the career focus....
Why use ucsfconnect??

Vivienne Watson
UCSF Partner
Amgen Inc
San Francisco, California, United States
Biotechnology

Willing to help
See more
- REC: Willing to introduce others to my connections
- PRI: Willing to answer questions about my field/Conduct informational Interview
- MA: Willing to speak on campus about my career
- SEI: Willing to be a mentor
- REI: Offer advice
- RIE: Review resume/CV

EDUCATION
- PhD, Human genetics, 1994, The University of Edinburgh
- Bachelor of Science, Human Genetics/Microbiology, 1988, Imperial College London
Why use ucsfconnect??

✓ 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
Why use ucsfconnect??

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

UPDATES

EVENTS
Why use ucsfconnect? UPDATES!

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Updates

Say hello, ask for help, or just post what's new on your mind

Anand Patwardhan PhD Post doc at UCSF
Hello Guys !!! Good to connect with UCSF Fellows :)  
1 Like | 8/21/2017

Sara Ayazi, JD, MS Career Counselor/Program Manager at Office of Career and Professional Development
Welcome to UCSF Connect, Anand!  
1 Like | 8/21/2017

Katherine Farrar SEPAL Research Scholar and Program Coordinator at San Francisco State University
Hello! I'm excited to connect with other folks interested in science education research, professional development, curriculum design, and K20 STEM education.  
1 Like | 8/16/2017

Sara Ayazi
Welcome to UCSF Connect!  
Like | 8/21/2017
Why use ucsfconnect??

Ana Lazić, 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 Professional Development

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

Reply...

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!

MIND Program Application is Open!
- July 24 at 10:16 AM - September 6 at 10:16 AM

Using LinkedIn and UCSF Connect-Office of Career and Professional Development
- August 22 at 12:00 PM
- Mission Bay Campus: Genentech Hall, GEN N-114, 600 16th St, San Francisco, CA 94158

UCSF SCHOOL OF DENTISTRY CDA RECEPTION - SAN FRANCISCO
- August 26 at 4:30 PM
- ThirstyBear Brewing Company, 661 Howard St, San Francisco, CA 94105, United States
Why use ucsfconnect?
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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
Special Thanks to Naledi Saul for her contributions to the program

The End

Patti Meyer, PhD
Program Director, Non-Academic Careers