



Linked In 101 for Grad Students

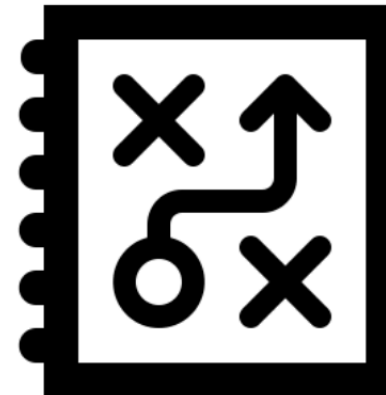
Michelle Holland
Graduate Programs Coordinator
10/6/2020 at 2:30pm

Introductions

- Name
- Year Entered Program
- Do you have a LinkedIn profile?
- What is your favorite social media platform?

Overview

- What is LinkedIn and how is it useful to graduate students?
- Features of LinkedIn
- Your Profile: The Big 3
- Make the most of it
- Action Items



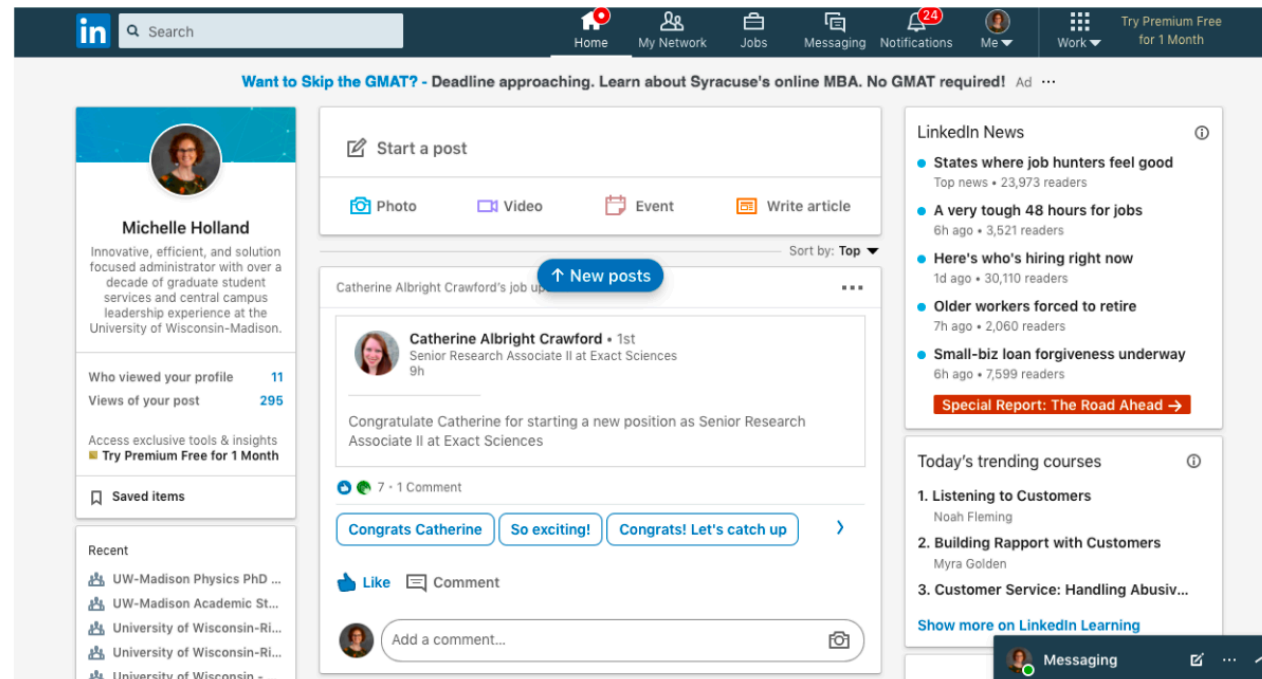
What is Linked In & how is it useful to graduate students?

- Creating your personal virtual brand
- Showcase your skills, research, and accomplishments
- Share with prospective employers
- Connect with others
 - colleagues and friends
 - alumni and board of visitors
 - prospective employers
- Conduct informational interviews
- Find networking opportunities and jobs
- Convince employers to hire YOU!



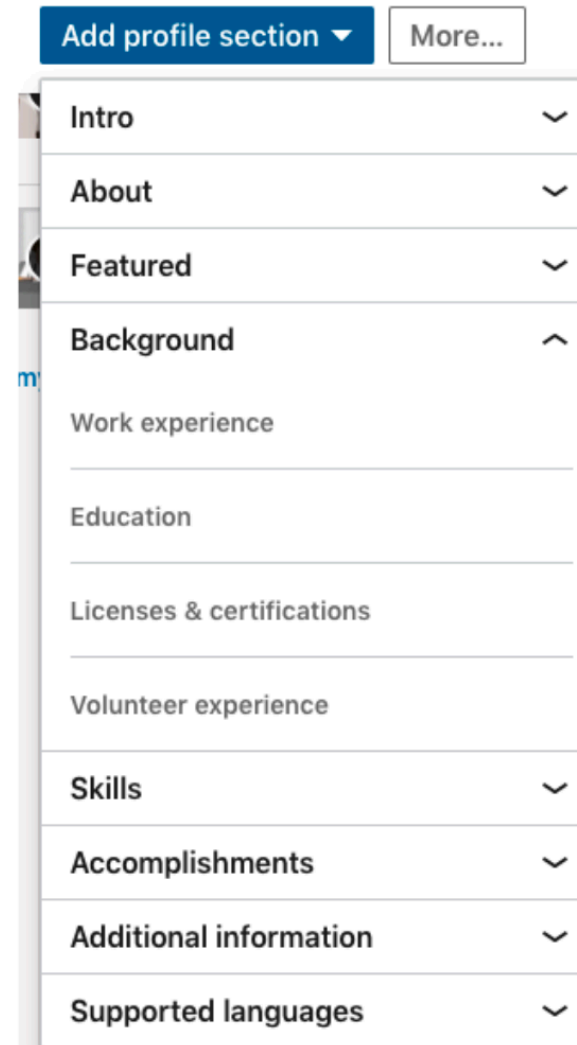
Features

- My Profile <https://www.linkedin.com/in/michelle-holland-7350b326/>
- Home
- My Network
- Jobs
- Messaging
- Connections
- Groups
- Likes
- Feed



My Profile

- Intro
 - Name, title, organization, location, description
- About
 - Tell us about you!
- Featured
 - Showcase your work
 - Posts, documents, media, websites
- Background
 - Experience, education, certificates, volunteer
- Skills
- Accomplishments
- Additional Information
- Supported languages



The Big 3



Photo

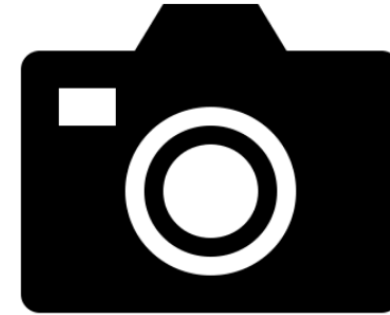
The diagram illustrates 'The Big 3' components in a vertical stack. Each component consists of a red rounded rectangle with white text, followed by a thin red rectangular outline. The components are 'Photo', 'Headline', and 'About', listed from top to bottom. A red vertical bar is on the left side of the slide, and a light gray gradient bar is at the bottom.

Headline

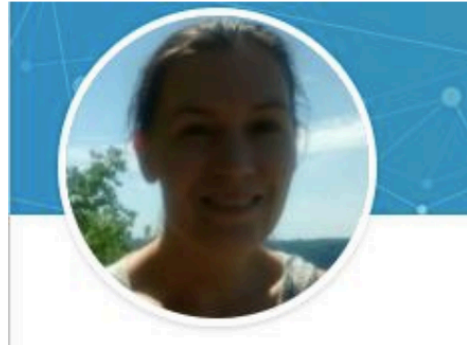
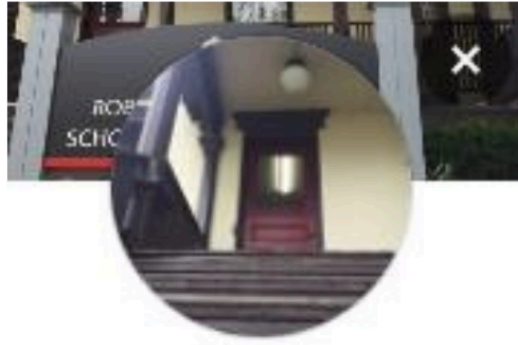
About

Photo

- Professional (if possible)
- Smile :)
- Looks like you!
- 60% of frame
- Background
- Soft natural light
- Attire: wear what you'd wear to work
- Interesting
- Personal branding: be your best professional self!



Who would you hire?



Talent will
get you in
the door, but
Character
will keep
you in the
room.

Headline

- ~120 characters
- Appears directly under your name
- Who you are
- What you can do
- Showcase UW-Madison and highlight your research
- Demonstrate value to an employer
- Sales pitch



Headline: Which one keeps you reading?

- This?

- Graduate program coordinator at UW-Madison

OR

- That?

- Innovative, efficient, and solution focused administrator with over a decade of graduate student services and central campus leadership experience at the University of Wisconsin-Madison

About

- 5-10 lines, 3-5 sentences, 30 seconds read aloud
- 2,000 character limit
- Concise and unique
- Narrative-first person
- Personal brand
- Demonstrate value
- Consider audience



About: Which one stands out?

- This?
 - Graduate student services, diversity and recruitment in graduate education, graduate school admissions, prospective student recruitment events, new student orientation event planning
- That?
 - Throughout the past decade at UW-Madison, I have extensive experience in graduate education ranging from programs in the biological and physical sciences to central university administration in the area of academic services, policy, and centralized technology systems. My role in working with graduate students in programs across campus has brought me great appreciation for the various disciplines at a large research university. Serving in a director role in the Graduate School Dean's Office has solidified my philosophy of putting students at the center of my work. Serving graduate students from the time they apply as prospective students through their arrival on campus and orientation programming, to assisting them in navigating the power dynamics of being a graduate student, in addition to the complex university administrative structure, my primary goal is to meet students where they are and be a valuable resource to them throughout their graduate school journey.

Updating your profile

- Download Worksheet: <https://go.wisc.edu/tteyq2>
- Breakout Rooms
 - Individual time (5 minutes)
 - Small group discussion (10 minutes)
 - Report back highlights from each group



Department of Physics
COLLEGE OF LETTERS & SCIENCES
UNIVERSITY OF WISCONSIN-MADISON

Updating The Big 3 on LinkedIn

PHOTO

- Who can be your photographer?
- What will you wear?
- When will you do this? (text, chat, email to set up a time)
- Where will you take your photo?

HEADLINE

- 120 characters
- Directly under your name
- Who you are and what you do

ABOUT

- 3-5 sentences, 30 seconds out loud
- Narrative, first person
- Concise and unique

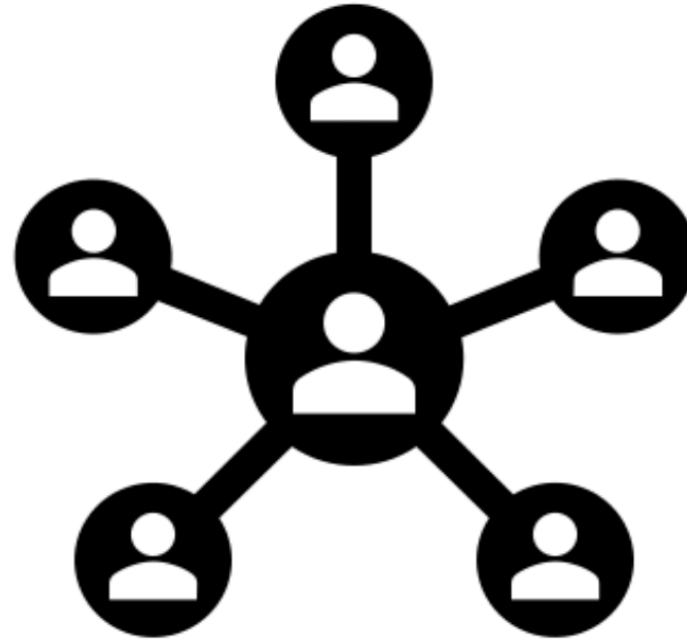
Return from Breakout Rooms

- Highlights from each breakout group



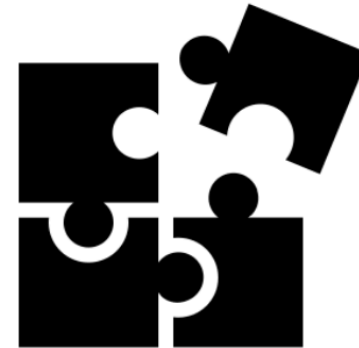
Make the most of it!

- CONNECT
- JOIN
- FOLLOW



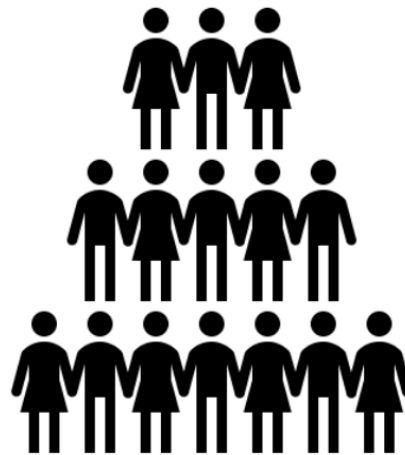
Connect with others

- Who do you know?
 - Friends from undergrad
 - Family and relatives
 - Professors in Physics
 - Friends in grad school at UW or other schools
 - Professional colleagues/collaborators
 - People you met at a conference
 - Alumni from UW
 - Members of the Board of Visitors
- Add a note!
- Personalize the connection
- Say how you met



Join a group

- Facilitate discussion and networking within a trusted group
- Comment on other people's posts
- Share links that are valuable to the group
- Ask questions or opinions
- Participate in conversations
- UW-Madison Physics PhD Program: Current Students & Alumni
- <https://www.linkedin.com/groups/13795584/>
- Alumni at your undergrad
- Professional societies
- Conferences you attend



Follow Employers

- Universities
- Companies that you find interesting
- Organizations you might want to work for
- Branding, products, employees, job postings, announcements, news, and interesting content



Jobs



Matthew Clay • 1st
Scientist III at Thermo Fisher Scientific
19h • 🌐

Thermo Fisher Scientific in Madison is hiring! This is one of a series of open postings in my department. If you or anyone you know is interested or has questions, please reach out to me before applying.



Jena Lange • 2nd
Sr. Manager, Manufacturing and Operations at Thermo Fisher Scientific
21h • Edited • 🌐

Join our Madison-based Thermo Fisher Scientific Team!

Sr. Laboratory Technician

ThermoFisher
SCIENTIFIC

News



Kelly Pittman • 1st
Lead Scientist at Q² Solutions
1w • 🌐

Join us for our annual structured networking event with HBA!

<https://lnkd.in/entY9Wz>



Networking



Douglas Weibel • 1st
Scientist/Engineer; Amazon
23h • 🌐

I'm excited to share new jobs at Amazon focused on improving COVID testing:

Come build the
future **with us**

amazon

Action Items

- Update your Big 3
 - Photo
 - Headline
 - About
- Connect, Join, Follow Challenge
 - 10 new connections
 - 1 new group
 - 5 new employers
- Scroll through the news feed and continue building your network
- Review and update content regularly (each semester!)



References

- Waldman, J. (2013): *Job Searching with Social Media for Dummies*. John Wiley & Sons, Inc.
- Ettinger, Judy (2019). Career Development Facilitator Course, UW-Madison.
- <https://business.linkedin.com/talent-solutions/blog/2014/12/5-tips-for-picking-the-right-linkedin-profile-picture>



Thank you!



