SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT
FACEBOOK  I LIKE DONUTS
FOURSQUARE  THIS IS WHERE I EAT DONUTS
INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE  HERE I AM EATING A DONUT
LINKED IN  MY SKILLS INCLUDE DONUT EATING
PINTEREST  HERE'S A DONUT RECIPE
LAST FM  NOW LISTENING TO "DONUTS"
G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
Effective LinkedIn Profiles

January 12th, 2016
Briana Konnick, Ph.D.
Assistant Director, Graduate Career Development
Workshop outline

Optimize your LinkedIn profile

Build & maintain relationships

Leverage your LinkedIn network & job search
94% of companies use social media for recruiting

Jobcast, July 2014
We are in the middle of a shift.

Online presence is becoming a necessary and central part of your job search.
Take control of how you’re presented online
Workshop outline

- Optimize your LinkedIn profile
- Build & maintain relationships
- Leverage your LinkedIn network & job search
 Millions of people are finding jobs through social media

Nearly 50 million Americans say one of these sources got them their current job.
Changes to LinkedIn in 2016

Messaging LinkedIn members

This messaging tool only works WITHIN the group itself.
Messaging LinkedIn members

Open Profile Message
This Premium member has Open Profile – send a message for free. Learn more

To: Thomas Magaldi, PhD

Subject

Type your message here...

Send  Cancel
Changes to LinkedIn in 2015

Free searches capped
# Profile privacy

## Blocking and hiding

<table>
<thead>
<tr>
<th>Feature</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit your public profile</td>
<td></td>
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<tr>
<td>Who can see your connections</td>
<td></td>
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<tr>
<td>How You Rank</td>
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<tr>
<td>Viewers of this profile also viewed</td>
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<tr>
<td>Sharing profile edits</td>
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<tr>
<td>Profile viewing options</td>
<td></td>
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<tr>
<td>Notifying connections when you’re in the news</td>
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</table>

## Data privacy and advertising

<table>
<thead>
<tr>
<th>Feature</th>
<th>Change</th>
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<tbody>
<tr>
<td>Change your email</td>
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<tr>
<td>Change your phone number</td>
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<td>Change your location</td>
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<tr>
<td>Change your birthday</td>
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<tr>
<td>Change your password</td>
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<tr>
<td>Change your URLs</td>
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</table>

## Security

<table>
<thead>
<tr>
<th>Feature</th>
<th>Change</th>
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</thead>
<tbody>
<tr>
<td>Change your account</td>
<td></td>
</tr>
<tr>
<td>Change your password</td>
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<tr>
<td>Change your second factor</td>
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<tr>
<td>Change your profile</td>
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<td>Change your email</td>
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<td></td>
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<tr>
<td>Change your URLs</td>
<td></td>
</tr>
</tbody>
</table>

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**Turn off announcements**

Go to [LinkedIn](https://www.linkedin.com) and turn off announcements.
Take control of your privacy settings

Profile privacy

Blocking and hiding

Edit your public profile
Choose how your profile appears in search engines

Who can see your connections
Choose who can see your list of connections

How You Rank
Choose whether or not to be included in this feature

Viewers of this profile also viewed
Choose whether or not this feature appears when people view your profile

Sharing profile edits
Choose whether your network is notified about profile changes

Profile viewing options
Choose whether you’re visible or viewing in private mode

Notifying connections when you’re in the news
Choose whether we notify people in your network that you’ve been mentioned in an article or blog post
Briana Konnick, Ph.D.

Career and Professional Development for STEM PhDs | Higher Ed Administrator | Program Coordinator
Greater Chicago Area | Higher Education

Current
The University of Chicago

Previous
The Scripps Research Institute, Vanderbilt University

Education
The Scripps Research Institute

Recommendations
2 people have recommended Briana

Summary

My passion is to serve as a resource and advocate for graduate students and postdoctoral scholars - via career and professional development endeavors. My experience as a Ph.D. scientist allows me to directly relate to and assist junior scientists as they progress in their careers. My areas of expertise include: higher education administration, direct training programs, social media optimization, data management from large- and small-scale surveys, counseling, event coordination, reaccreditation, and cultivating relationships both internal and external to an institute.

I facilitate and manage workshops and events on subjects such as: networking skills, successful career planning, effective scientific communications (via posters, presentations, etc.), interviewing skills, academic job searches, and social media utilization. I excel at event planning and coordination, greatly enjoy working with multiple networks within an institute, and am highly efficient at managing various long-term projects as well as day-to-day educational programming.

Experience

Assistant Director, Graduate Career Development
The University of Chicago
September 2015 – Present (3 months) | Greater Chicago Area

Career and Postdoctoral Services Program Coordinator
The Scripps Research Institute
Another way to get there...
Update your LinkedIn URL

The default URL is impersonal and boring. Use your name instead:

http://www.linkedin.com/pub/brianakonnick/4/bb98/71df3
Update your LinkedIn URL

The default URL is impersonal and boring. Use your name instead:

http://www.linkedin.com/pub/brianakonnick/4/bb98/71df3

http://www.linkedin.com/in/bkonnick
Summary

My passion is to serve as a resource and advocate for graduate students and postdoctoral scholars - via career and professional development endeavors. My experience as a Ph.D. scientist allows me to directly relate to and assist junior scientists as they progress in their careers. My areas of expertise include: higher education administration, direct training programs, social media optimization, data management from large- and small-scale surveys, counseling, event coordination, reaccreditation, and cultivating relationships both internal and external to an institute.

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Experience

Assistant Director, Graduate Career Development
The University of Chicago
September 2016 – Present (3 months) | Greater Chicago Area

Career and Postdoctoral Services Program Coordinator
The Scripps Research Institute
Upload a professional photo

Avoid photos that are:
• group shots (no friends)
• sexually suggestive (no cleavage)
• juvenile/cartoonish (no hello kitty)
• too personal (no babies)
• pretentious (no bling)
• too small, too large, too bizarre, too staged

Headline Formula:
Change your personal headline from job title (default) to **branding statement**

3 keywords + 1 value proposition = headline success
Headline Examples

• Innovative Educator | Middle Eastern Historian | Advocate for Immigrants

• Molecular biologist with a passion for neuroscience and cancer research; expertise in biopharmaceutical development
Headline Examples

• Social Scientist | Psychologist | PhD Candidate at The University of Chicago

• Particle Physicist | Joint PhD at UChicago and Fermilab | Science Writer
Next up: A Summary

• Keep it **simple**
• Emphasize **strengths**
• Speak in **first person**
• Do some **personal benchmarking** with people who have the job you want
• Personal statement rather than your job description
The Accomplishments Summary

“I’m a computational scientist and physicist with key talents in science journalism, manuscript writing, and grant preparation. I excel at meeting tight deadlines, both independently and as an adaptable team member, and can manage, evaluate, and communicate data to a wide variety of stakeholders.

In my graduate studies, I’ve taken on various leadership roles, including mentoring three undergraduate interns, coordinating institute-wide research events for hundreds of people, and leading two journal clubs.”

“Over six years of experience within the field of data science. I am currently working to understand genotype-phenotype relationships in health and disease through large-scale phenotyping and multi-omic profiling. I am driven by methods development to translate the output of modern technologies to biological discoveries and am looking forward to working in this area or wherever the next opportunity leads.

Competencies: statistics, machine learning, cloud computing, C, C++, Python/Java/R, data visualization and communication.”
The Mission-Based Summary

“My goal is to identify effective and impactful solutions to social issues surrounding poverty and at risk youth. Currently, I am a graduate student in the School of Social Services Administration at The University of Chicago, focusing on human rights and civil liberties.

I also serve as a youth organizer at the Southwest Organizing Project (SWOP), a non-profit organization based in Chicago. I interact with advocacy groups, public and private schools, and religious institutions. Together, we build innovative and inspiring programming to assist at risk youth in improving their life and neighborhoods.”
Make your summary personal and specific

- A recognized expert in...
- Creative approaches to...
- Leadership abilities gained through...
- Inventive approaches such as...
- Collaborative team member who...
- Transitioning to...
- Pursuing...
- Passionate about...
- Consistently earned praise for...

- Effectively provide...
- Improved XYZ by...
- Special focus on...
- Enthusiasm for...
- Experience in developing...
- Taken on...
- Built a new program in...
- Established a new model for...
- Can effectively work in multidisciplinary teams, evidenced by...
A few of the skills you learn in graduate school...

Research / Analytical Skills
• Ability to locate and assimilate new information rapidly
• Ability to break-down and understand complex content
• Ability to think on one’s feet
• Ability to reach and defend independent conclusions
• Problem-solving tools and experience
• Intellectual maturity

Interactive Personal Skills
• Persuasion
• Leadership
• Ability to cope with and manage complicated personalities
• Ability to thrive in a competitive environment
• Ability to navigate complex bureaucratic environments

Communication Skills
• Ability to convey complex information to non-expert audiences
• Ability to write at all levels: brief abstracts, to book-length manuscripts
• Editing and proofreading
• Ability to speak before large groups

Entrepreneurial Skills
• Ability to work independently and in self-directed manner
• Ability to acquire funding and write successful grant proposals

What it Takes to Advance to Candidacy
• Exceptional intellectual horsepower
• Track record of achievement
• Ability to perform under pressure
• Ability to learn and adapt at a high level
• Ability to meet high expectations

What it Takes to Finish
• Focus, Tenacity, Stamina, Discipline
• The ability to close the deal
Add sections for skills, patents, publications, organizations, etc.
Experience Section: Convey your achievements

• Most recent/significant/relevant experiences get more bullets
• Keep each bullet concise
• Personal pronouns are okay in this context

• Discovered the first link between a leukemia translocation protein and the mitotic spindle checkpoint and its promotion of aneuploidy. This work provides the basis for novel therapeutic strategies to inhibit proteins/enzymes that promote mitosis in leukemia.
Think big picture

Ask yourself:

1. “Why is this significant?”
2. “Would someone outside of my research area understand the importance of this achievement?”
Good:
• Identified new transcriptional targets of the AML1 transcription factor.

Better:
• Identified new transcriptional targets of the AML1 transcription factor, which is one of the most common genes mutated or translocated in human leukemias.
Use active verbs to describe your experience

- Administered
- Analyzed
- Applied
- Authored
- Balanced
- Collaborated
- Communicated
- Designed
- Discovered
- Developed
- Evaluated
- Explained
- Guided
- Identified
- Improved
- Implemented
- Increased
- Initiated
- Led
- Managed
- Mentored
- Presented
- Produced
- Supervised
Seek out recommendations

• Don’t pester
• Ask in person, if possible
• Offer to provide bullet points
• Supervisors’ recommendations are usually most highly valued
• Recommend others, too
Hello Professor Brown,

As you know, I’m currently exploring career possibilities in biotech cancer research. If you feel comfortable with it, I would greatly appreciate just a few short words of recommendation via LinkedIn when you have some downtime. In particular, I was hoping you could highlight my scientific and project management contributions to our recent collaboration on oncogenes and tumor suppressor gene regulation. I would be happy to forward you a few bullet points if it would help. No hard feelings if you feel we need more professional interaction to make this a possibility.

Thank you for your consideration and support,
Joe Postdoc
“Is a cheerful, amiable fellow who is fun to work with and you can rest assured, because he delivers what is needed from him.” December 4, 2008

“worked with me as an intern at the Technology Transfer Office at University of California, San Diego for eight months on a part time basis. has a broad technical background and is quick in grasping the essence of inventions and their advantages over the currently available technologies. With me, he has prepared case notes, marketing materials, and reviewed various types of license agreements. Most importantly, he is a quick learner and very diligent in completing the tasks on hand.” April 29, 2011
Workshop outline

- Optimize your LinkedIn profile
- Build & maintain relationships
- Leverage your LinkedIn network & job search
Join up to 50 groups on LinkedIn

• **Seek out alumni networks** from your undergrad college, graduate school, and postdoc experiences

• Join **UChicago groups**: The University of Chicago Alumni, UChicago myCHOICE, University of Chicago Postdoc Association

• Find **professional societies**
Find specialty groups

<table>
<thead>
<tr>
<th>Group</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Chemical Society</td>
<td>10,000+</td>
</tr>
<tr>
<td>BIOCOM</td>
<td>9,000+</td>
</tr>
<tr>
<td>Biospace</td>
<td>11,000+</td>
</tr>
<tr>
<td>Digital Humanities/Humanities Computing</td>
<td>4,000+</td>
</tr>
<tr>
<td>Digital Humanities/Humanities Computing</td>
<td>4,000+</td>
</tr>
<tr>
<td>Digital Humanities/Humanities Computing</td>
<td>4,000+</td>
</tr>
<tr>
<td>English Language &amp; Literature</td>
<td>99,000+</td>
</tr>
<tr>
<td>Medical Science Liaison and Medical Affairs Networkers</td>
<td>20,000+</td>
</tr>
<tr>
<td>PhD Careers Outside Academia</td>
<td>64,000+</td>
</tr>
<tr>
<td>Pharmaceutical Jobs Biotech Life Sciences &amp; Medical Devices</td>
<td>340,000+</td>
</tr>
<tr>
<td>Social Psychology Group</td>
<td>12,000+</td>
</tr>
<tr>
<td>Structural Biology</td>
<td>8,000+</td>
</tr>
<tr>
<td>Young Professionals in Foreign Policy</td>
<td>18,000+</td>
</tr>
</tbody>
</table>
Engage people in groups

• Ask and **answer questions**
• **Listen first**, then participate in discussions
• Connect with others directly
• Learn about job opportunities
Be helpful
Hello Trinity,

I recently saw your posting on the Chicago Data Science LinkedIn group seeking input on a new approach for investigating computer-mediated alternative realities. A former colleague of mine, David Anderson, is an expert in this area and recently published a paper, “Down the rabbit hole” in Science 6 months ago: [link]. If you think his input would be helpful, I’m happy to make an introduction.

Best,
Morpheus
Strategically reach out to people you don’t know

- **Tailor your request;** make it specific
- Use phrases that demonstrate you’ve done your homework:
  
  “You mention…”
  
  “I noticed that…”
  
  “I’m curious about…”
Reaching out to connect

1. Connect directly
   • Limited to 300 characters
   • Customize so it isn’t spam!

2. Introduction
   • Find a common connection
   • Strongest way to connect

3. InMails
   • Not accessible with free account
   • Unlimited characters

4. Messaging within a group
   • 15, 1:1 messages each month
Shana Morshedian
Biollogist at Eli Lilly and Company
Greater San Diego Area | Biotechnology

Current: IALSN, Eli Lilly and Company, Applied Proteomics
Previous: Burnham Medical Research Institute-John Reed Lab, Cancer Biology Lab, American Council for Food Safety & Quality
Education: UCSD

Background

Summary
Scientific Associate with 5+ years of laboratory experience and training. Proficient in various techniques employed in biomedical research including High Throughput Screening and immunological assay development and implementation. Highly self-motivated and goal oriented. Capable of working independently as well as part of a multidisciplinary team. Communication skills and goal driven.

Specialties: Assay Development, High Throughput Screening, ELISA, Western Blot, Tissue Culture, 1-D and 2-D Gel Electrophoresis, MALDI-TOF Mass Spectrometry, HPLC, Protein Purification and Analysis, DNA and RNA Extraction, Primer Design, Cloning, Spectroscopy, Bioinformatic, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Graphpad, Microsoft Project.

Experience

Board Member
IALSN
January 2014 – Present (6 months)

Biologist
Eli Lilly and Company
January 2014 – Present (6 months) | Greater San Diego Area
Hi,
I’m a PhD candidate at University of Chicago and am looking to transition to a career in patent law. Do you have some time to answer a few questions I have? Also, does your firm have any open positions for Ph.D.s?
Thanks,
Alberto
Hi,
I’m a postdoc at Scripps and am looking to transition to a career in patent law. Do you have some time to answer a few questions I have? Also, does your firm have any open positions for Ph.D.s?
Thanks,
Alberto

Hello David,
I noticed you spent some time at UChicago at the Harris School in 2011-2013. I’m a 2nd year Harris graduate student exploring my career options and I recently read an article on patent law [link] that sparked my interest. Since you’ve made the transition to a legal career so successfully, I was hoping I could take 30 minutes of your time, at your convenience, to ask you a few questions about your career path. Thank you for your consideration and I look forward to hearing from you.
Alberto
When reaching out to connect...

1. Have a reason to connect
2. Share what you have in common
3. Mention a mutual acquaintance
4. Don’t ask for a job on first contact
5. Congratulate and give recognition
Workshop outline

- Optimize your LinkedIn profile
- Build & maintain relationships
- Leverage your LinkedIn network & job search
For the Job Search

- Keep them updated about your progress
- Share interesting articles/papers/etc
- Congratulate them – awards, papers, grants
- Continue to ask serious and real questions about their job/company/career track
- Once you’re ready to apply to positions, let them know....and/or reach out about specific jobs
  - Can ask if they can take a look at your resume for feedback, or if they’d be comfortable passing your resume along (they may offer anyways)
  - Ask if they have any details about the position, or team that the position is a part of
  - If they are directly involved in hiring: send them your application materials when you apply online in an email
Job Searching on LinkedIn
Job Search Preferences on LinkedIn

Let recruiters know you’re open
Share that you’re open to new opportunities and let your next job find you.

- **Signal that you’re open**: Recruiters will see your profile marked as ‘open to new opportunities’
- **Stand out in recruiter searches**: We’ll feature your profile in a section only for open candidates
- **Receive more opportunities**: Increase your chances of receiving relevant messages from recruiters

We take steps to not show your current company that you’re open, but can’t guarantee that we can identify every recruiter affiliated with your company. Learn more
Job Search Preferences on LinkedIn

Get more relevant job recommendations
Help us see past your profile details so we can surface the most relevant jobs to you.

What locations would you like to see jobs in?
- Add location

Which experience levels are you interested in? Training to Executive
- Training
- Entry Level
- Experienced Hire
- Manager
- Director
- Executive

What industries are you considering?
- Civic & Social Organization
- Nonprofit Organization Management
- Fund-Raising
- Program Development
- Philanthropy
- Higher Education
- Education Management
- Research
- Add industry

Suggested based on your experience
- Hospital & Health Care
- Computer Software
- Financial Services
- Biotechnology
- Medical Practice
- Information Technology and...
- Marketing and Advertising

What size company would you like to work for? 11 to 10,000+ employees
- myself only
- 2-10
- 11-50
- 51-200
- 201-500
- 501-1000
- 1001-5000
- 5001-10000
- 10001+
Allstate

Insurance for 10,001+ employees • Northbrook, IL

1 person from your company was hired here. See all 50,005 employees →

Follow

Overview

Recent update

About us

We are the Good Hands: We help people realize their hopes and dreams through products and services designed to protect them from life’s uncertainties and to prepare them for the future.

The Allstate Corporation is the largest publicly held personal lines property and casualty insurer in America. Allstate was founded in 1931 and became a publicly traded company in 1993.

Allstate offers car insurance, home, property, condo and renters insurance, plus insurance for recreational vehicles like motorcycles, boats and more.

Jobs

Briana Konnick, Ph.D.
Assistant Director, Graduate Career Development

10 jobs match your skills

Life

Our employees support

66% • Children
65% • Education
52% • Health
45% • Human Rights

Similar companies

Allstate

Allstate

Allstate

Aetna

Aetna

10,001+ employees

Encompass Insurance

Encompass Insurance

501-1,000 employees
Get notified as new jobs become available.

Manage job alerts

Location

- United States (722)
- Greater Chicago Area (242)
- India (76)
- Bengaluru Area, India (61)
- Greater New York City Area (43)

Company

- Confidential Company - Undisclosed
- VolunteerMatch (35638)
- Best Version Media (17412)
- Soliant Health (17079)
- texxell (5993)
- CVS Pharmacy (3224)
- Hays (2927)
- ABB (1175)
- Allstate (805)
- Brady Insurance & Financial Services

Date Posted

- Any Time (805)
- Past 24 Hours (87)
- Past Week (592)
- Past Month (813)

805 jobs worldwide

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Date Posted

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- Past Month (813)
Experience working in an Agile-based development environment, ideally with work history in a product owner role.

Allstate hired 1 person from your company

Technical Product Manager - Highly Autonomous Vehicle
Allstate
Chicago, IL
Strong technical skills or experience in a technically complex product development environment (e.g., database or software applications)

Allstate hired 1 person from your company

Senior Software Engineer - Allstate Roadside Services
Allstate
Chicago, IL
Allstate is looking for senior software engineers to lead Agile XP development teams in building digital products to support the Allstate...

Allstate hired 1 person from your company

Product Analyst (Business Analyst)
Allstate
Jacksonville, FL
The role is responsible for assisting and occasionally leading cross-functional teams in the design, development, and market...

Allstate hired 1 person from your company

Data Science Senior Expert- Natural Language Processing
Allstate
Northbrook, IL, US
The ideal candidate is experienced in both machine learning and natural language processing and can act as a leader to help us develop... career@successfactors.com

Allstate hired 1 person from your company

Technical Product Manager - Big Data Platform and Services
Allstate
Chicago, IL
Some technical skills or experience in a technically complex product development...

Allstate hired 1 person from your company
Remember:

Employers and colleagues **WILL** find you online, so take control of how you present yourself.

Invest in yourself and engage others to progress to your next opportunity!
Questions?

bkonnick@uchicago.edu

Add me on LinkedIn!
www.linkedin.com/in/bkonnick

Advising Appointments:
Gradgargoyle.uchicago.edu