Make the Most of LinkedIn and the Alumni Network to Grow your Career

June 2nd, 2018

Michael A. Tessel, Ph.D. (A.B. 2004)
Director, Graduate Career Development
Workshop outline

Optimize your LinkedIn profile

Build & maintain relationships

Leverage your LinkedIn network & job search

Wisr and the alumni directory
Workshop outline

Optimize your LinkedIn profile

Build & maintain relationships

Leverage your LinkedIn network & job search

Wisr and the alumni directory
Turn off announcements
Turn off announcements

LinkedIn Privacy Settings

How others see your LinkedIn activity

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

Manage active status
Choose who can see when you are on LinkedIn

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

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

Mentions by others
Choose whether other members can mention you
### How others see your profile and network information

<table>
<thead>
<tr>
<th>Account</th>
<th>Privacy</th>
<th>Ads</th>
<th>Communications</th>
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</thead>
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<tr>
<td>How others see your profile and network information</td>
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<td>How others see your LinkedIn activity</td>
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<td>How LinkedIn uses your data</td>
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<td>Job seeking preferences</td>
<td>Job seeking preferences</td>
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<tr>
<td>Blocking and hiding</td>
<td>Blocking and hiding</td>
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</tbody>
</table>

#### Edit your public profile

Choose how your profile appears to non-logged in members via search engines or permitted services.

- **Who can see your email address**
  - Choose who can see your email address on your profile

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

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

- **Who can see your last name**
  - Choose how you want your name to appear

- **Representing your organization**
  - Choose if we can show your profile information on your employer’s pages

- **Profile visibility off LinkedIn**
  - Choose how your profile appears via partners’ and other permitted services

- **Microsoft Word**
  - Choose whether work experience descriptions from your LinkedIn profile can be shown in Resume Assistant, a feature within Microsoft Word.
Take control of your privacy settings
The default URL is impersonal and boring. Use your name instead:

http://www.linkedin.com/pub/tessel/4/bb98/71df3
The default URL is impersonal and boring. Use your name instead:

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

http://www.linkedin.com/in/tessel
Upload a professional photo

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


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Headline Formula:

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

- Innovative Educator | Middle Eastern Historian | Digital Humanist

- Molecular biologist with a passion for neuroscience and cancer research; expertise in biopharmaceutical development

- UChicago Social Service Administration Graduate Student | Advocate for Immigrants | Op-ed writer

- Social Scientist | Psychologist | Postdoc at The University of Chicago
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
“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.

During my graduate and postdoc 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.”
“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 social service at The University of Chicago, focusing on improving underrepresented youth’s mental health.

I also serve as an 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.”
“With over six years of experience within the field of data science, I am driven to solve large-scale public health problems. I am currently working to understand relationships in health and disease at hospitals that mainly serve low income communities in the greater Midwest. As I finish my graduate work at the University of Chicago’s School of Social Service Administration, I look forward to bringing my skills and experience to new opportunities.

Competencies: statistics, machine learning, cloud computing, C, C++, Python/Java/R, data visualization and communication.”
Sections to include

Background, Skills, & Accomplishments

Background

Work experience
5 positions on your profile

Education
2 schools on your profile

Volunteer experience
Heart highlight your passions and how you like to give back.

Skills

Accomplishments

Additional information

Skills & Endorsements

Career Counseling - 8

Endorsed by Ryan Wheeler, who is highly skilled at this

Endorsed by 4 of Briana's colleagues at The Scripps Research Institute

Professional Development Programs - 7

Endorsed by 3 of Briana's colleagues at The Scripps Research Institute

Events Coordination - 8

Lea Malitat and 7 connections have given endorsements for this skill

Industry Knowledge

Event Planning - 6
Scientific Writing - 2
Molecular Biology - 18
Confocal Microscopy - 4
Cell Biology - 4
Immunohistochemistry - 2
Project Management - 4
Social Media Communications - 3
Tissue Culture - 12
Molecular Cloning - 7
Cell Culture - 9
Western Blotting - 10

Tools & Technologies

Microsoft Office - 1

Interpersonal Skills

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Experience Section

Convey your achievements

• Most recent/significant/relevant experiences get more bullets
• Keep each bullet concise
Ask yourself:

1. “Why is this significant?”
2. “Would someone working for my target employers/industries understand the importance of this achievement?”
Good:
- Identified a positive trend in breastfeeding occurrences in teen mothers relating to community support.

Better:
- Identified a positive trend in breastfeeding occurrences in teen mothers relating to community support, where the involvement of a maternal figure led to increased breastfeeding attempts within the first 6 months.
Workshop outline

- Optimize your LinkedIn profile
- Build & maintain relationships
  
  Leverage your LinkedIn network & job search

Wisr and the alumni directory
Finding connections

- UChicago alumni
- Specific employers of interest
- Geography of interest
- Keyword searches including job titles
- People with common connections

DEMO: Advanced search features
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
   - Join the UChicago Alumni Group!
   - 15, 1:1 messages each month

5. Connect with alumni outside of Linkedin
   - Wisr and Alumni Directory
Connecting Directly

Search: Company = Microsoft & School = University of Chicago

Showing 142 results

Helen Xu • 2nd
Software Engineer at Microsoft
Greater Seattle Area
8 shared connections

Feras Aldahlawi • 2nd
Software Engineer at Microsoft
Greater Seattle Area
5 shared connections

Mariangela Anzalone • 2nd
Corporate Strategy & Development Manager
Washington D.C. Metro Area
Past: Senior Consultant, Analytics at Booz Allen Hamilton
11 shared connections

Lian Chen • 2nd
Data Scientist at Microsoft
Greater Seattle Area
Past: Manager, Information Management- OPEN customer analytics at American Express
10 shared connections

You can customize this invitation
LinkedIn members are more likely to accept invitations that include a personal note.

Add a note
Send now

Include a personal message (optional):

Ex: We know each other from...
Connecting Directly

- Use connection requests selectively
- Always customize the message (never use the default “I’d like to add you to my network on LinkedIn” message)
- 300 characters to demonstrate sincere interest
- Examples:

  Hi Alice- I noticed you also studied political science at UChicago. I’d love to chat sometime and learn about your work! -Mike

  Hi Steve- I’m a UChicago alum from 2004 looking to make a transition into publishing. Your work in English-German translation seems fascinating. I’d love to learn more about it! -Mike
### Request an Introduction

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Industry/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helen Xu</td>
<td>2nd Software Engineer at Microsoft</td>
<td>Greater Seattle Area</td>
</tr>
<tr>
<td>Feras Aldahlawi</td>
<td>2nd Software Engineer at Microsoft</td>
<td>Greater Seattle Area</td>
</tr>
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<td>Mariangela Anzalone</td>
<td>2nd Corporate Strategy &amp; Development Manager at Microsoft</td>
<td>Washington D.C. Metro Area</td>
</tr>
<tr>
<td>Lian Chen</td>
<td>2nd Data Scientist at Microsoft</td>
<td>Greater Seattle Area</td>
</tr>
<tr>
<td>Zhiliang Gong</td>
<td>1st Founder and CEO @ PanorArt</td>
<td>Greater Chicago Area</td>
</tr>
<tr>
<td>Eugene Han</td>
<td>1st Doctoral Fellow at the RAND Corporation</td>
<td>Greater Los Angeles Area</td>
</tr>
<tr>
<td>Ye Tian</td>
<td>1st Model Risk Review Specialist at Huntington Na</td>
<td>Columbus, Ohio Area</td>
</tr>
<tr>
<td>Wenxin Li</td>
<td>1st Senior Engineer Design Engineering - OPC tech</td>
<td>Albany, New York Area</td>
</tr>
<tr>
<td>Zhivuan &quot;Stanley&quot; Guan</td>
<td>1st</td>
<td></td>
</tr>
</tbody>
</table>
Request an introduction

- Make sure you know the common connection well enough to ask for a favor!
- Tell them why you want to meet the other person
- Be understanding if they decline the request
- Determine the best channel for outreach (it may not always be LinkedIn):

Dear Sarah,

How have you been? I hope things are going well with...

I’m writing because I noticed on LinkedIn that you are connected with someone named Ray Smith. I’m interested in speaking with him because I’m considering a career shift into the consulting industry. Would you by any chance feel comfortable introducing us by email? If not, I totally understand but figured I would ask just in case. Thanks so much for considering it!

Sincerely,

Mike
Join up to 50 LinkedIn groups

- **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>Big Data and Analytics</td>
<td>350,000+</td>
</tr>
<tr>
<td>Clinical Social Work Association</td>
<td>5,000+</td>
</tr>
<tr>
<td>Digital Humanities/Humanities Computing</td>
<td>4,000+</td>
</tr>
<tr>
<td>Leaders in Higher Education</td>
<td>38,000+</td>
</tr>
<tr>
<td>National Association of Social Workers (NASW)</td>
<td>97,000+</td>
</tr>
<tr>
<td>PhD Careers Outside Academia</td>
<td>64,000+</td>
</tr>
<tr>
<td>Social Entrepreneurship</td>
<td>3,000+</td>
</tr>
<tr>
<td>Social Psychology Group</td>
<td>14,000+</td>
</tr>
<tr>
<td>Social Work Network</td>
<td>69,000+</td>
</tr>
<tr>
<td>Social Work Jobs</td>
<td>31,000+</td>
</tr>
</tbody>
</table>

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Reaching out to people in groups

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

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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, Thomas 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
New Connections: Do’s & Don’t’s

**DO:**
- Send brief message, 1 paragraph max
- Express interest in their personal career path
- Ask for 30 min of their time
- Prioritize in-person meetings when possible
- Follow up in 1 wk. if no reply

**DO NOT**
- Write an essay
- Seem desperate
- Attach resume
- Ask questions by email/inmail that negate the necessity to meet
- Send two messages in <1 week
- Ask for a job
Workshop outline

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

▪ Maintain the connections
  o Keep them updated about your progress
  o Share interesting articles/papers/events, etc
  o Congratulate them – awards, papers, grants, promotions, new jobs, etc.
  o 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
  o 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)
  o Ask if they have any details about the position, or team that the position is a part of
  o If they are directly involved in hiring: send them your application materials when you apply online in an email

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Job Searching on LinkedIn

LinkedIn Jobs Page:
- Search jobs by title, keyword or company.
- City, state, postal code or country.
- Jobs you may be interested in.
- Update career interests.

LinkedIn Salary and Post a job options are available.

Search bar with placeholders for job title, location.
Saved jobs and applied jobs counts.

LinkedIn branding and website address.
Job search preferences

What locations would you work in?
- ✔ Greater Chicago Area
  + Add location

What types of jobs are you open to?
- ✔ Full-time
- □ Contract
- □ Part-time
- □ Internship
- □ Remote
- □ Volunteer
- □ Temporary

Which industries do you prefer?
- ✔ Biotechnology
- ✔ Hospital & Health Care
- ✔ Pharmaceuticals
- ✔ Medical Devices
- ✔ Nonprofit Organization Management
- ✔ Fund-Raising
- ✔ Program Development
- ✔ Think Tanks
- ✔ Primary/Secondary Education
- ✔ Higher Education
- ✔ Education Management
- ✔ Research
- ✔ Information Technology and Services
- ✔ Staffing and Recruiting
- ✔ Management Consulting
- ✔ Mechanical or Industrial Engineering
- ✔ Computer Software
- ✔ Financial Services
- ✔ Professional Training & Coaching
- ✔ Human Resources
  + Add industry
Job search preferences

Career interests

Let recruiters know you’re open
We take steps not to show your current company that you’re open, but can’t guarantee complete privacy.
Learn more

Share your career interests
Get surfaced in recruiter searches that match your career interests

Stand out in recruiter searches
Recruiters will see your profile marked as ‘Open to new opportunities’

Receive more opportunities
Double your chances of receiving relevant messages from recruiters

Privacy settings
Off
Search by employer

MacArthur Foundation
Philanthropy • Chicago, IL • 15,548 followers

Follow See jobs

About us
The John D. and Catherine T. MacArthur Foundation supports creative people, effective institutions, and influential networks building a more just, verdant, and peaceful world. MacArthur is placing a few big bets that truly significant progress is possible on some of the world’s most pressing social challenges, including over-incarceration, global climate change, nuclear risk, and significantly increasing financial capital for the social sector. In addition to the MacArthur Fellows Program, the Foundation continues its historic commitments to the role of journalism in a responsible and responsive democracy; the strength and vitality of our headquarters city, Chicago; and generating new knowledge about critical issues.

Recent update
#100andChange Final Event — YouT... youtube.com
91 Likes • 6 Comments 2mo
Edit job search filters
Workshop outline

- Optimize your LinkedIn profile
- Build & maintain relationships
- Leverage your LinkedIn network & job search
  - Wisr and the alumni directory
Using Alumni Directory

https://www.uchicagoalumni.org/

The UChicago Community Online is the home for:
- alumni directory
- alumni jobs board
- volunteer network

See the full list of clubs and groups with sites on Alumni and Friends.

UPDATE YOUR PROFILE

ALUMNI DIRECTORY

Search by Name:
- Name (first / last / nickname)

Professional Information:
- Current or Past Employer
- Title...
- Industry
- Employment-related keyword

Show job seekers
Show hiring managers/recruiters

UChicago Affiliation:
- School Name
- Class Year (2003 / 2003-2007...)
- Degree...
- Major...

Location:
- City (London)
- State (CA, California...)
- Country

Clear
Search...
Example Outreach Email

Subject: UChicago PhD Alum Interested in Cyberdyne

Dear Miles,

I am a recent physics PhD alumnus from The University of Chicago. I found your contact info in the alumni directory and I noticed on LinkedIn that you work for Cyberdyne Systems Corporation. The Skynet initiative at CDI is fascinating and I would like to learn more about Cyberdyne as well as your personal career path. Would you be willing to speak with me over coffee or lunch sometime in the next two weeks? I look forward to speaking with you soon!

Sincerely,

John Connor

www.linkedin.com/in/johnconnor
Introducing Wisr

UChicagoWisr Advisor Distribution

Midwest
Northeast
West
Southeast
Southwest

More Advisors

457 Advisors
1061 Advisors
706 Advisors
197 Advisors
77 Advisors

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Introducing Wisr

Filter Results

- Major
- Job Title
- Location
- School Affiliation:
  - Students
  - Alumni
  - Parents
  - Staff/Faculty
  - Supporters
- Willing to Help With:
  - Suggesting classes to take
  - Advising about specific industries or careers
  - Advising about graduate/professional school
  - Reviewing resumes
  - Conducting mock interviews
  - Developing career-related skills
  - Finding an internship
  - Finding a job shadow/externship opportunity
  - Learning about new cities

24 matches for "consulting":

- **Emily Chen**
  - Senior Consultant, Supply Chain Software
  - Alum, 2012 B.S. in Economics
  - 2017 M Eng in Logistics/Supply Chain Management from...
  - Greater Boston Area

- **Gabriel Kitamura**
  - Customs & Global Trade Sr. Consultant at Deloitte Tax LLP
  - Alum, 2014 BA in Political Science: International Relations
  - Cincinnati, OH

- **Benjamin Hammer**
  - Senior Healthcare Consultant at Booz Allen Hamilton
  - Alum, 2014 AB in Biology - Endocrinology, Neuroscience
  - Washington D.C. Metro Area

- **Jessica Hatala**
  - Independent Healthcare Consultant, Specializing in Revenue Cycle
  - Alum, 2016 MBA in Organizational and Managerial Behavior
  - 2002 BA in English Language and Literature from University of Chicago
  - San Francisco Bay Area

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Have conversations with alumni from University of Chicago who have jobs you’re interested in.

Make a profile in UChicagoWisr in only a few minutes or import your information from LinkedIn

Search for volunteer alumni advisors from your school by city, industry, company, job title, major, & much more

Send messages and schedule calls in-app without needing to exchange personal contact information

uchicago.wisr.io/signup
Questions?

tessel@uchicago.edu

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

Alumni Career Resources
careers.uchicagoalumni.org