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:

- **Sharing profile edits**: Choose whether your network is notified about profile changes.
  - Change to **Yes**.

LinkedIn Communications Settings:

- **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.
  - Change to **Yes**.

- **Mentions by others**: Choose whether other members can mention you.
  - Change to **Yes**.
Take control of your privacy

How others see your profile and network information

Edit your public profile

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

Profile settings on LinkedIn allow you to control what information is displayed on your profile. You can show or hide sections such as Experience, Education, Skills, Honors and Awards, Publications, Organizations, Recommendations, and Groups. This ensures that your profile is private according to your preferences.

Public profile settings:
You control your profile and can specify who can see services. Viewers who aren't signed in will see the profile displayed below.

Experience
Assistant Director, Graduate Admissions
The University of Chicago
September 2016 – Present (1 year 8 months)

Career and Postdoctoral St
The Scripps Research Institute
April 2015 – September 2016 (1 year 6 months)

Postdoctoral Research Fellow
The Scripps Research Institute
March 2014 – April 2015 (1 year 2 months)
Update your LinkedIn URL

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

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

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

NEW

Skills & Endorsements

Career Counseling - 8
Endorsed by Ryan Wheeler, who is highly skilled at this

Professional Development Programs - 7
Endorsed by 4 of Briana’s colleagues at The Scripps Research Institute

Events Coordination - 8
Lea Mailiat 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
Experience Section

Convey your achievements

• Most recent/significant/relevant experiences get more bullets
• Keep each bullet concise
Experience Section

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
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
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

- 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

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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>
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

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Leverage your LinkedIn network & job search

Wisr and the alumni directory
For the Job Search

- Maintain the connections
  - Keep them updated about your progress
  - Share interesting articles/papers/events, etc.
  - Congratulate them – awards, papers, grants, promotions, new jobs, etc.
  - 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

Jobs you may be interested in
Update career interests
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

Privacy settings
Off

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

See all 211 employees on LinkedIn →

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...
Edit job search filters

### All jobs filters

<table>
<thead>
<tr>
<th>Date Posted</th>
<th>LinkedIn Features</th>
<th>Job Type</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>○ Past 24 hours</td>
<td>○ Under 10 Applicants</td>
<td>○ Full-time</td>
<td>Add a company</td>
</tr>
<tr>
<td>○ Past Week</td>
<td>○ In Your Network</td>
<td></td>
<td>Danone</td>
</tr>
<tr>
<td>○ Past Month</td>
<td></td>
<td></td>
<td>Sesame Workshop</td>
</tr>
<tr>
<td>○ Any Time</td>
<td></td>
<td></td>
<td>Conservation International</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>MacArthur Foundation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Knowledge Academies, Inc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Industry</th>
<th>Job Function</th>
<th>Experience Level</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add an industry</td>
<td>Add a job function</td>
<td>○ Not Applicable</td>
<td>○ United States</td>
</tr>
<tr>
<td></td>
<td></td>
<td>○ Internship</td>
<td>○ Greater Chicago Area</td>
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<tr>
<td></td>
<td></td>
<td>○ Entry level</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>○ Associate</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>○ Mid–Senior level</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>○ Director</td>
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<td></td>
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<tr>
<td>Marketing and Advertising</td>
<td></td>
<td></td>
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<tr>
<td>Public Relations and Communications</td>
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<td></td>
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<tr>
<td>Nonprofit Organization Management</td>
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<td></td>
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<tr>
<td>Communications Associate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MacArthur Foundation</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

You have 2 of the top skills among applicants, find the 8 missing skills...
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Using Alumni Directory

https://www.uchicagoalumni.org/

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

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

gradcareers.uchicago.edu
LinkedIn/uchicagoalumni.org

LinkedIn DEMO...

Michael Tessel, Ph.D.
Director, Graduate Career Development & Employer Relations at The University of Chicago
Greater Chicago Area

Add profile section  More...

The University of Chicago
Northwestern University
See contact info
See connections (500+)

gradcareers.uchicago.edu
UCHICAGOGRAD
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

Map showing the distribution of advisors across the United States, with regions color-coded to indicate varying numbers of advisors. The Midwest has the highest concentration, followed by the Northeast and West, with fewer advisors in the Southeast and Southwest.
Introducing Wisr

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...
San Francisco Bay Area

Licence Seifarth
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