SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT
FBACEBOOK  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

April 29th, 2020
Briana Konnick, Ph.D.
Associate Director, Graduate Career Development
Go to sli.do
Code: #74278

2 Poll Questions
Workshop outline

Optimize your LinkedIn profile

Build & maintain relationships

Leverage your LinkedIn network & job search
Workshop outline

- Optimize your LinkedIn profile

Build & maintain relationships

Leverage your LinkedIn network & job search
Take Control of your Privacy

Public profile settings
You control your profile and can limit what is shown on search engines. Viewers who aren’t signed in to LinkedIn will see all or some portions of your public profile.

Briana Konnick, Ph.D.
Leading Career & Professional Development for STEM PhDs & Postdocs | Strategic Communicator, Organizer, & Implementer
Greater Chicago Area · 500+ connections

Background Photo · Show
Headline · Show
Summary · Hide
Articles & Activity · Hide
Current Experience · Show
Details · Hide
Past Experience · Show
Details · Hide
Education · Show
Details · Hide
Publications · Hide
Courses · Hide
Honors and Awards · Hide
Organizations · Hide
Groups · Show
Recommendations · Show
Update your LinkedIn URL

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

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

Edit your custom URL
Personalize the URL for your profile.
www.linkedin.com/in/bkonnick

Edit Content
This is your public profile. To edit its sections, update your profile.
Edit contents

Edit Visibility
You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.
Learn more
Your profile's public visibility On
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About

I teach, empower, and guide others as they navigate their unique career paths.

My passion is to serve as a resource and advocate for graduate students and postdocs, particularly through tailored 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: career advising, higher education administration, direct training programs, social media optimization, data management from large- and small-scale surveys, event coordination, reaccreditation, and cultivating relationships both internal and external to an institution. Additionally, I am highly invested in the support of women in science, and postdoctoral issues.

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 strategically with multiple networks within an institute, and am highly efficient at managing various long-term projects as well as day-to-day educational programming.
Avoid photos that are:
• Group shots
• Juvenile/cartoonish
• Too personal
• Pretentious
• Too small, too large, too bizarre, too staged
Headline Formula:

Change your headline into a **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

- Materials Scientist | Polymer Expert | Postdoc at The University of Chicago
Next up: About Section

- Keep it **simple**
- Emphasize **strengths**
- Speak in **first person**
- Do some **personal benchmarking**
- Personal statement rather than your job description
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.

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 Bioinformatics program, 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.”
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 skills from grad 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

grad.uchicago.edu
Sections to Include

Background, Skills, & Accomplishments

NEW
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?”
Experience Section

**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.
Workshop outline

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

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

Invite Helen to connect

Build a quality network by connecting only with people you know.

Message (optional):
Ex: We know each other from...

Don't know Helen? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.

Reactivate Premium

Connect
InMail
Send invitation
Cancel
Use connection requests selectively

**Always** customize the 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!* – Briana

*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!* – Briana
W. Marcus Lambert - 2nd
Assistant Dean of Diversity at Weill Cornell Medicine | Diversity and Higher Ed Speaker
New York, New York · 500+ connections · Contact info

Highlights
29 mutual connections
You and W. Marcus both know Gaia Vasiliev-Shamis, PhD, MBA, Lisa Kozlowski, and 27 others
5 Mutual Groups
You and W. Marcus are both in Inside Higher Ed · The New Conversation, Science Careers, and 3 others

About
Trained in both social science methodology and the biomedical sciences, Dr. Lambert has honed skills for developing and evaluating programs that increase diversity and inclusion in the biomedical sciences. His research interests lie in understanding the factors that contribute to the retention of minority students and trainees in the academy.

Activity
2,205 followers
Of course. The CDC has been looking at Hispanics too. There's a link in the article... W. Marcus replied to a comment
“30 percent of Covid-19 patients are African American, even though Afric... W. Marcus shared this 15 Reactions + 2 Comments
Congratulations Aneesa! We have to catch up when COVID settles down! W. Marcus commented
I am looking for my next superstar hire to join my team at #Trialjectory This i... W. Marcus shared this 5 Reactions
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 as well as possible these days.

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,

Briana
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>ACS Division of Medicinal Chemistry</td>
<td>8,000+</td>
</tr>
<tr>
<td>Big Data and Analytics</td>
<td>390,000+</td>
</tr>
<tr>
<td>Biospace Biotechnology</td>
<td>17,000+</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>25,000+</td>
</tr>
<tr>
<td>PhD Careers Outside Academia</td>
<td>62,000+</td>
</tr>
<tr>
<td>Pharmaceutical Jobs Biotech Life Sciences &amp; Medical Devices</td>
<td>415,000+</td>
</tr>
<tr>
<td>Social Psychology Group</td>
<td>14,000+</td>
</tr>
<tr>
<td>Structural Biology</td>
<td>9,000+</td>
</tr>
<tr>
<td>Young Professionals in Foreign Policy</td>
<td>20,000+</td>
</tr>
</tbody>
</table>
Engaging in Groups

- **Listen first**, then participate in discussions
- Ask and **answer questions**
- 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, 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’ts

**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
Imagine you left UChicago today.

Who are the 10 people you’d email to solicit advice?

Contact them now, when you don’t need anything.

Hoffman & Cassnocha, start-up of you
Workshop outline

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

- Maintain the connections
  - Keep them updated about your progress
  - Share interesting articles, papers, events
  - Congratulate them – awards, papers, grants, promotions, new jobs, etc.
  - Continue to ask serious and real questions about their job, company, career track
For the Job Search

▪ Once you’re ready to apply to positions:
  o Asks:
    • If they can take a look at your resume
    • If they’d be comfortable passing your resume along
    • 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
Job Searching on LinkedIn

Start your job search here

Search by title, skill, or company

City, state, or zip code

Job searches
president elect
Alert on Greater Chicago Area, D. E. Shaw Research, ...
communications (9,256 new)
United States, Entry level
nonprofit (273 new)
United States, Entry level
nonprofit (2,153 new)
United States

Based on your profile

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

Invest in yourself and engage with others now!

Remember:

grad.uchicago.edu
Questions?

bkonnick@uchicago.edu

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

Events & Advising Appointments: Gradgargoyle.uchicago.edu