# SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A # DONUT

FACEBOOK I LIKE DONVTS

FOUR SQURE THIS IS WHERE I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE PHOTO OF MY PONUT

YOU TUBE HERE I AM EATING A DON'T

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A PONUT RECIPE

LAST FM NOW LISTENING TO "DON VIS"

G+ I'M A GOOGLE EMPLOYEE DONUTS.

#### **Effective LinkedIn Profiles**

April 29<sup>th</sup>, 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

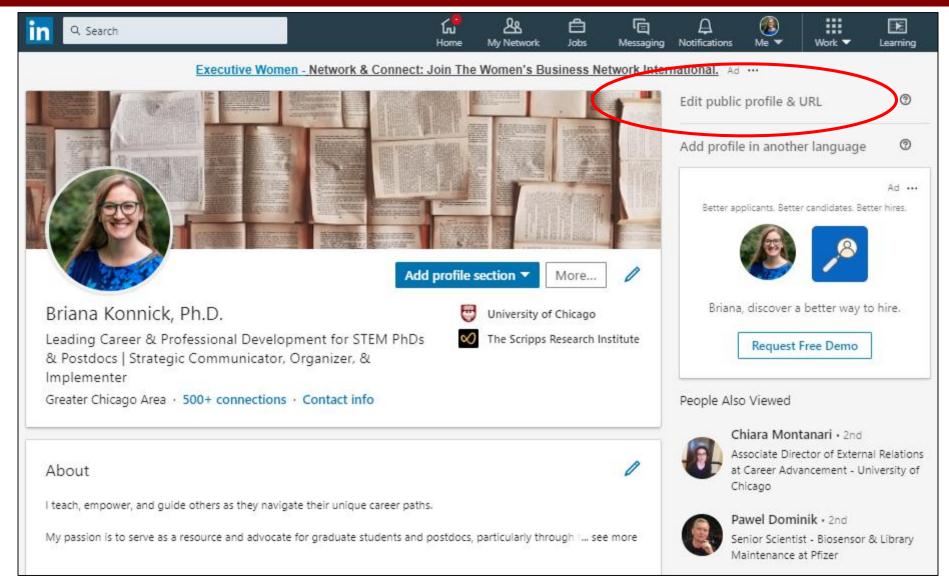
#### Workshop outline

Optimize your LinkedIn profile

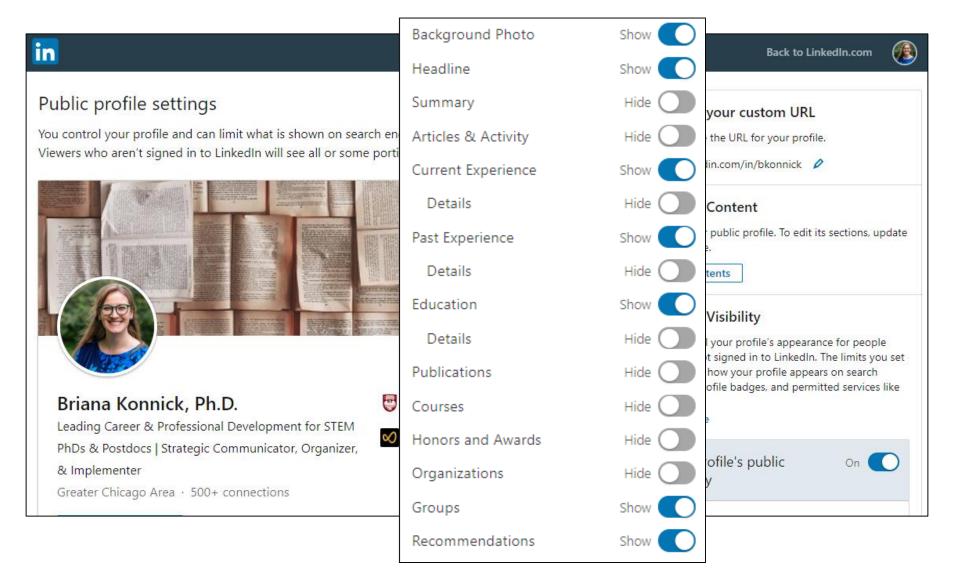
Build & maintain relationships

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### **Take Control of your Privacy**



### **Take Control of your Privacy**



#### Update your LinkedIn URL

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

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



#### **Update your LinkedIn URL**

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

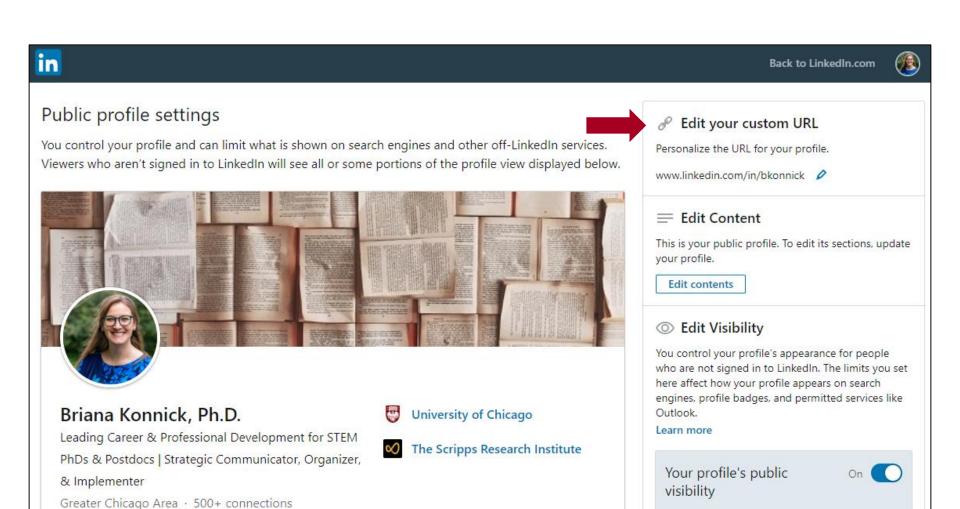
http://www.linkedin.com/pub/brianakonnick/4/bb98/71df3



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



#### Update your LinkedIn URL



#### **Prime Real Estate**









Briana Konnick, Ph.D.

Leading Career & Professional Development for STEM PhDs & Postdocs | Strategic Communicator, Organizer, & Implementer

Greater Chicago Area · 500+ connections · Contact info

University of Chicago



The Scripps Research Institute

#### 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 institute. 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.

### **Upload a Professional Photo**

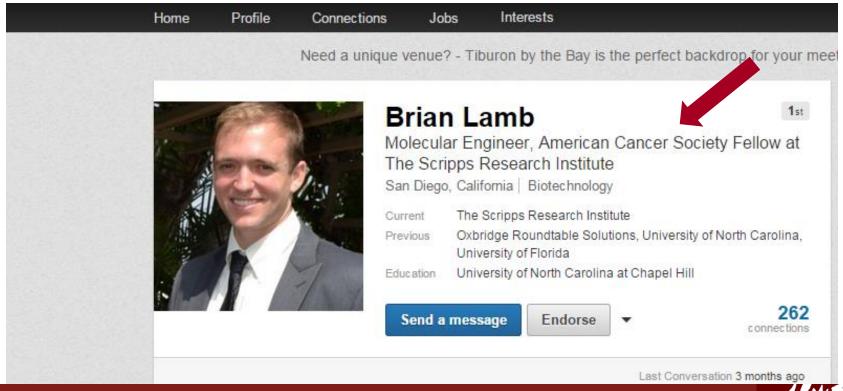


Avoid photos that are:

- 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."

(Modified) https://www.themuse.com/advice/5-templates-thatll-make-writing-the-perfect-linkedin-summary-a-breeze

# 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 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."

### **Short and Sweet Summary**

"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 selfdirected manner
- Ability to acquire funding and write successful grant proposals

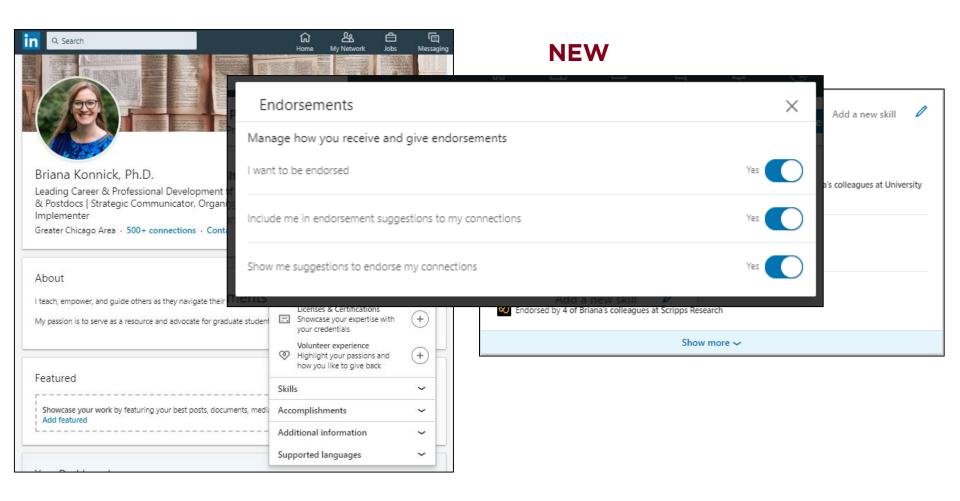
#### What it Takes to Advance to Candidacy

- 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



#### **Sections to Include**

Background, Skills, & Accomplishments



### **Experience Section**

Convey your achievements

- Most recent/significant/relevant experiences get more bullets
- Keep each bullet concise



### **Experience Section**

Ask yourself:

- "Why is this significant?"
- "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.

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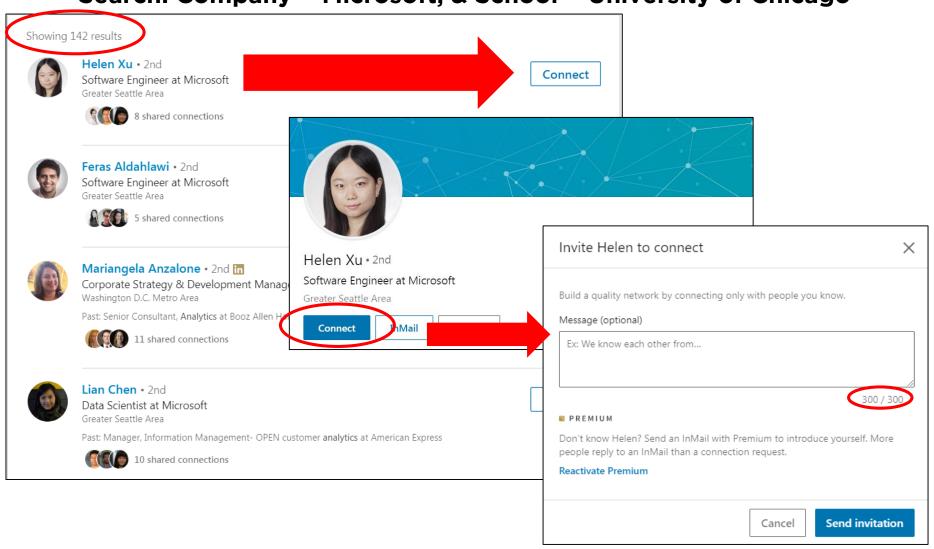
Leverage your LinkedIn network & job search

### **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



### **Connecting Directly**

- 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 Vasiliver-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.





Of course. The CDC has been looking at Hispanics too. There's a link in the articl...

W. Marcus replied to a comment



Congratulations Aneesa! We have to catch up when COVID settles down!

W. Marcus commented



"30 percent of Covid-19 patients are African American, even though Afric...

See all

W. Marcus shared this 15 Reactions • 2 Comments.

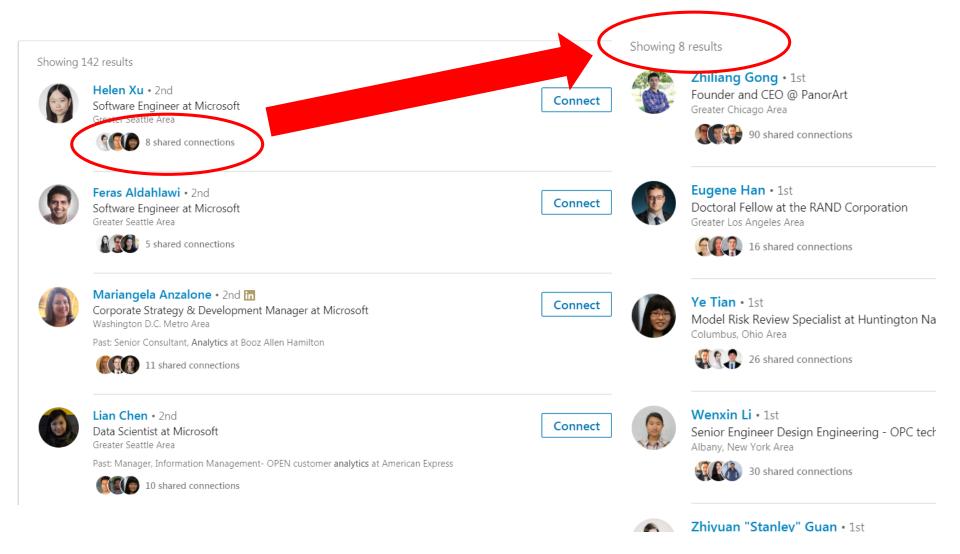


I am looking for my next superstar hire to join my team at #Trialjectory This i...

W. Marcus shared this 5 Reactions



### Request an Introduction



### 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

Group	Members
ACS Division of Medicinal Chemistry	8,000+
Big Data and Analytics	390,000+
Biospace Biotechnology	17,000+
Digital Humanities/Humanities Computing	4,000+
English Language & Literature	99,000+
Medical Science Liaison and Medical Affairs Networkers	25,000+
PhD Careers Outside Academia	62,000+
Pharmaceutical Jobs Biotech Life Sciences & Medical Devices	415,000+
Social Psychology Group	14,000+
Structural Biology	9,000+
Young Professionals in Foreign Policy	20,000+

### **Engaging in Groups**

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



#### Offer to Make a Connection

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</li>
- Ask for a job



#### **Cultivate Existing Connections**

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



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### For the Job Search

- Maintain the connections
  - oKeep them updated about your progress
  - oShare interesting articles, papers, events
  - oCongratulate them awards, papers, grants, promotions, new jobs, etc.
  - oContinue to ask serious and real questions about their job, company, career track

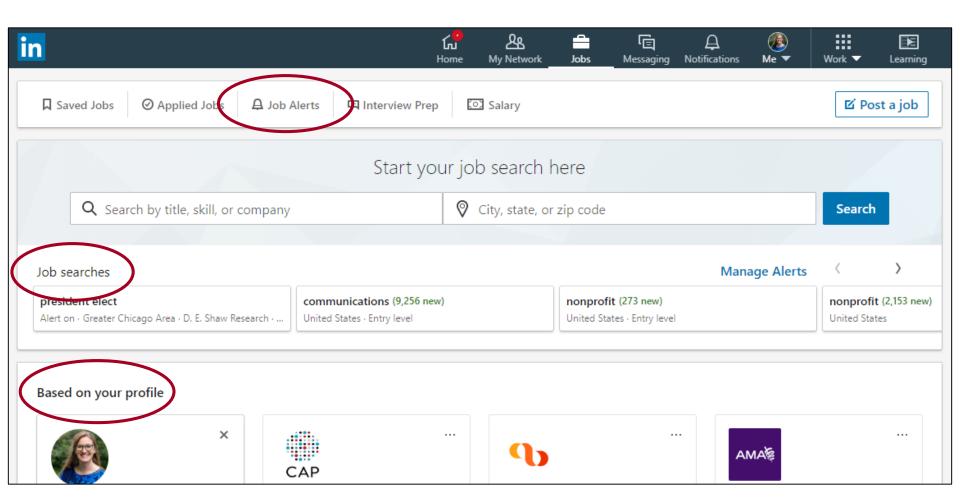
#### For the Job Search

Once you're ready to apply to positions:

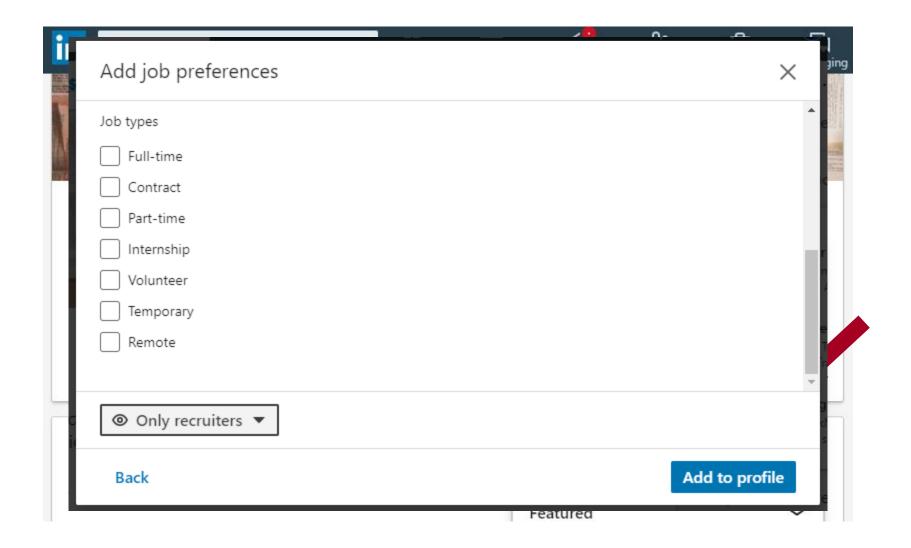
#### oAsks:

- 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
- olf they are directly involved in hiring: send them your application materials when you apply online in an email

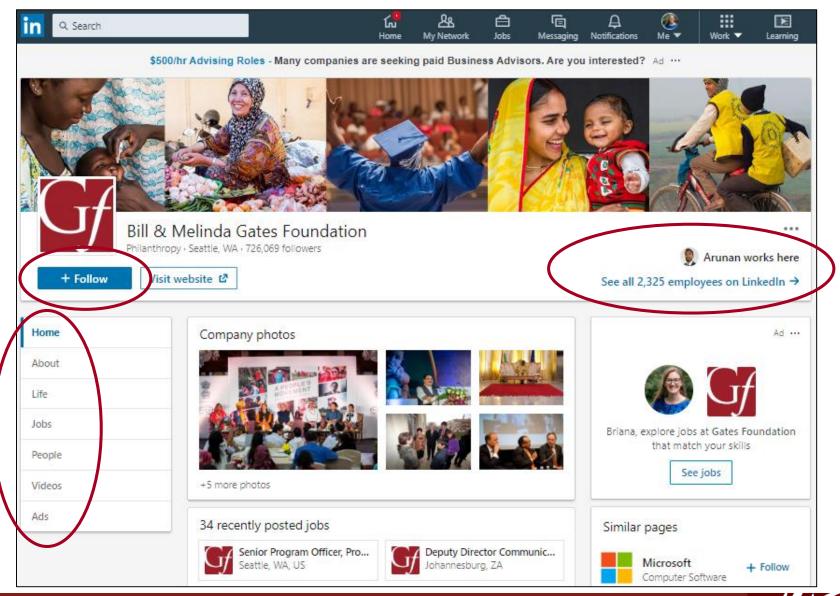
### Job Searching on LinkedIn



#### **Job Search Preferences**



#### Search by Employer



#### **Edit Job Search Filters**

Q Search by title, skill, or company	♥ Worldwide	Search 대 쓰 스 C	a & <b>® ##</b> ■
Jobs ▼ Sort by ▼ Bill & Melinda	Gates Foundation ▼ Date Posted ▼	<b>L</b> inkedIn Features ▼ Experie	nce Le All filters Clear 1
Jc All jobs filters			Clear 1 Cancel Apply
Date Posted  Past 24 hours (3)  Past Week (11)  Past Month (26)  Any Time (34)	LinkedIn Features  Easy Apply (0)  Under 10 Applicants (8)  In Your Network (34)  Fair Chance Employer (0)   1	Job Type  Full-time (31)  Temporary (3)	Add a company  Amazon (25,768)  Bill & Melinda Gates Foundation  AllRetailJobs.com (24,608)  JobsInTrucks.com (22,372)  °Nomad Health (13,212)  join.com (12,994)
Industry  Add an industry	Job Function  Add a job function	Experience Level  Internship (0)	Location  Add a location
Nonprofit Organization (34)	Other (14)	Entry level (0)  Associate (0)  Melinda Gates Foundation we believe that be	United States (28)
1 week ago	our employ	& Melinda Gates Foundation we believe that by ees to personally and professionally thrive, working to achieve our vision.	by creating an environment for me will have maximum in Messaging

#### Remember:

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

Invest in yourself and engage with others now!



#### **Questions?**

bkonnick@uchicago.edu

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

**Events & Advising Appointments: Gradgargoyle.uchicago.edu** 



