Harness the Power of LinkedIn in your Job [re]Search

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WHO ARE YOU?

Hopefully not one of these people
500 million profiles = OVERWHELMING!

• Don’t think of LinkedIn as a “all or nothing” tool – think about the different approaches you can take:
  – Branding yourself and your abilities
  – Researching employers/organizations
  – Researching schools by looking where their alumni go
  – Researching topics and career fields by joining in conversations and sharing your perspective
  – Finding the right people to answer your questions
  – Finding the right people to help you identify what your questions should be (people who have similar backgrounds)
  – Developing a manageable networking strategy that helps you to achieve your pre-determined goals

Before you begin: **settings**
Before you begin: public profile URL

NOW YOU CAN START...

NOW YOU CAN START...

...thinking about the different questions that you have
Research starts with good questions

Things you already know from your own research:

- The type of question affects the research approach
- Specific questions lead to definitive answers
- Having well-defined questions allows you to identify an endpoint to your research

- Career exploration can seem scary and overwhelming
  - Finding out a certain piece of information about a certain position at a certain type of employer is manageable
- Networking in general terms can seem terrifying
  - Making a specific connection with a person who can answer some of your questions is easier

What are YOUR career questions?

Write down one general question you have about career exploration, networking, or the job search process

Write down one specific question you have about career exploration, networking, or the job search process

Turn the general into the specific

That foul miasma of worry that you should be doing more... but what?

Specific questions relating to the individual stages of job exploration and searching

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Questions you can answer on LinkedIn

• What career fields have people from my institution pursued?
• What career fields have people with my academic background (degree type or discipline) pursued?
• What types of positions might be a good fit for someone with my specific skills?
• What type of people work in a particular type of position, or at a particular type of organization?
• Who might I know at X organization

WHICH CAREERS MIGHT BE A GOOD FIT FOR ME?

Career exploration

• LinkedIn is just one of several tools
  – VPhD; Career Plans Surveys, skills assessments, etc.
• Good fit for “me”
  – You as an academic/scholar/researcher (discipline-specific)
  – You as a person (unique skills, interests, passions)
  – You as a “significant other” (e.g., financial responsibilities)
• Good “fit” for me
  – Timeframe
  – Need for additional training/experience
  – Type of work environment
  – Location
The “science” of career exploration

- Ask a question
- Do background research
- Construct a hypothesis
- Test your hypothesis
- Analyze your data and draw a conclusion
- Communicate your results

And then... act on your conclusions by developing an appropriate and relevant job search strategy.

The “science” of career exploration

- Ask a question
- Do background research
  - Construct a hypothesis
  - Test your hypothesis assumptions about different careers/positions
- Analyze your data and draw a conclusion
- Communicate your results [to your network]

The “science” of career exploration

- Ask a question
  - What careers might be a good fit for me?
- Do background research
  - 1) develop a database
  - 2) perform a literature review
- Literature review:
  - Start with a vague idea or general keyword, but develop much more specific insights and relevant keywords through processing of online, in-print, and verbal information gathering and processing
Career exploration – background research

• The following information can help you create a database:
  – What careers do you know about?
  – What careers have you heard of?
  – What companies have you heard about?
  – What companies interest you?
  – What job titles have you heard about?
  – What job titles interest you?

• Google every term you write down until you begin to read some of the same information
  – Collect all keywords (especially those you are unfamiliar with) within your database
  – Keywords are great for “literature reviews” and research

Your database should contain

• A new sheet for every career field you are exploring (e.g., consulting, science writing, non-profits, architecture)

• A separate column for:
  – Employer name
  – Department
  – Job titles
  – Skills requested/required (from job descriptions and LinkedIn profiles)
  – Contacts
  – Questions

Career exploration – background research

• Create a database

• Perform your review:
  – Career Services reference library, online subscriptions, “resources by career field” webpages, VPhD, Science Careers, Nature Jobs, MLA website, and on, and on, and on
  – Google things...
  – You will encounter unknown terms/acronyms – understand these, and add them to the database

• Begin to use the new keywords you are finding to perform more targeted “literature reviews” and career research
Goals for exploring careers in general

Questions to answer:

• What does a certain industry do?
• Which employers are big players in an industry?
• What are people talking about?
• What types of articles, publications, and websites are they referring to and reading?
• Where can you be looking to find more information?
• What language/jargon is used to describe what employers do in a certain industry?

Taking your pulse

Be Inspired, stay informed.

Follow channels to stay on top of topics that interest you — featuring articles from influencers and top news sources.

Accounting
Airplanes & Aviation
Apparel & Fashion
Automotive
Best Advice
Big Data
Big Data & Analytics
Big Data 101
Big Data Business
Big Data and Analytics
Big Data for Business
Big Data for Entrepreneurs
Big Data in the Enterprise
Big Data 101: What is Big Data?
Big Data 101: How Big Data Can Help
Big Data for Business
Big Data and Analytics
On your profile

In your Pulse “feed”

Opportunity to be “active” on LinkedIn – bring traffic to your profile
Outcomes of general career search

- You will find plenty of articles to read (industry specific and general)
- You can identify broad career fields to follow and keep up to date on trending topics
- You can take the opportunity to post comments or questions
  - This definitely increases the likelihood of people stumbling across your profile
- By looking at who is posting, you will find more names/titles/companies of other posters to explore further
  - Add these to your database

Who said that?

New position titles and employers to add to your database
Goals for researching companies/employers

- What does this company do?
  - Their website will be more informative
- Who are similar employers in the field?
- What types of specific position titles do employers at this organization have?
- How many people have similar types of positions?
- What skills seem to be common in employees within a certain type of position?
- What other organizations do people search for before/after viewing the organization you are looking at?
Hold pointer over company name in someone's profile to get similar information

Company #1 can lead you to more

Liking gets you a mention
Sharing can help you be active without needing to have original questions or information

Outcomes of company-specific research

- Employer-related resources/article/updates
- Companies to follow
- Opportunity to post comments/questions, share, and like
- A list of job opportunities
- Companies similar to company A that “people also viewed”
  - Companies you may never have heard of, and that would NOT be listed on Company A’s website!

  - = more relevant keywords, more background knowledge, and even more questions
  - Is company a good fit for you?
  - What types of people are they looking for?
  - What types of people do well?
Data to answer your questions

All the information in the world available on the web

Information on web that answers your unique questions

Turning online into in-person

Goals:
- Grow your network to allow you to answer your specific questions
- Grow your network to allow you to broaden your knowledge of the industry or career field
- Grow your network to allow you to demonstrate your interest and experience
- Grow your network to allow you to grow your network more effectively/efficiently
- Grow your network to allow you to identify specific job opportunities
- Grow your network to allow you to find advocates for you in different career fields or organizations
Goals for people networking research

Questions:
• Who do I know?
• Who do the people I know know?
• Where are the well-trodden paths I can follow?
• Who can tell me about the undiscovered paths?
• Where should I start???

Lowest hanging fruit

• 1st degree contacts you already have on LinkedIn
  – You may be surprised by who the people you know know
  – They may not be aware you are interested in people they know if you have not articulated your networking goals

Do not copy or distribute without permission
Use the relationship information to keep track of when you met, where, who introduced you, and then set yourself reminders if you want to follow-up.

Jack's contacts

2nd degree contact through Jack

Do not copy or distribute without permission
Click on “get introduced”

Free LinkedIn account comes with 5 introductions

Outcomes of direct contact networking

• You now know who you are connected with
  – Your 1st degree contacts

• You have searched through the contact lists of your direct, 1st degree contacts by keyword
  – Keyword = position title, organization, skill, experience (all from your background research)

• You have identified some people you would like to be introduced to
  – Your contact might be able to introduce you without going through LinkedIn!!

Penn Alumni LinkedIn group

• ~35,000 members from all Penn backgrounds and degrees who have actively decided to join this group
  – You school/department/group may have its own LinkedIn groups for you to join
  – Join it...

Main goals:

• Search group by keywords
• See if there is additional information about members of this group on QuakerNet – and vice versa
  – QuakerNet and LinkedIn can be good companion tools, as each contains information that the other may lack

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The main Groups page

A specific group page

Researching the group itself

What type of group do you want to join – one with more peers, or one with more senior professionals? Why?
Outcomes of Alumni group networking

• You have used your keywords to identify real people in the group associated with these keywords
  – Use “quotation marks” to limit search
  – Keywords may be identified from within the profile page (not just from current job description)

• You have sent messages to group members directly
  – They don’t have to reply – some will
  – Craft your message very carefully
  – Make the right “ask” to ensure that contacts can help you

Goals for “find alumni” tool

• Contains ~111,000 contacts with term “University of Pennsylvania” in “education” section of profile
  – Members have not actively joined, they have been loosely grouped by LinkedIn

• Use interactive tool to search for oh-so-many different types of information
  – Career path and industry by discipline
  – Contacts by company
  – Job type by skills
  – Alumni by location

Education pages
“Find alumni” tool

[Table or diagram showing search results and options for finding alumni, with thumbnails of individuals and search fields highlighted.]

Search within table

[Table or diagram showing search results and options for searching within a table, with thumbnails of individuals and search fields highlighted.]

Do not copy or distribute without permission
Scroll down to see all 15 people

Scroll down to see all 57 people
We do..., we work at AECOM

One connection in common

What do people with my skills do?

<table>
<thead>
<tr>
<th>University of Pennsylvania</th>
</tr>
</thead>
</table>

We have transferable skills

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Outcomes from “find alumni” tool

- You know what people in your program go on to do
- You can refine your search by keyword/degree type (e.g., PhD, MA, MFA)
- You can see who works at different employers
- You can see how people apply the different skills they say they have
- You can add actual employer names, position titles, and the names of potential contacts to your database
  - Cross-check names on QuakerNet and you might get easy access to contact information too!

Goals for profile-specific research

- Who is “Charles M.”?
  - The more contacts you have in common, the more information you see
  - The more you pay LinkedIn, the more you see

- What can I learn from a profile I look at?
  - How can I adapt my profile based on what I see?

- How do I make contact?

We have transferable skills

[Images of alumni with their graduation years and current positions]

Who are you really?
After clicking on “view profile”

My secret loophole...
1. Copy job description/company name and paste it in “quotation marks” along with first name

My secret loophole...
1. Copy job description/company name and paste it in “quotation marks” along with first name
2. Take full name and paste it into people search bar in LinkedIn
My secret loophole...
1. Copy job description/company name and paste it in “quotation marks” along with first name
2. Take full name and paste it into people search bar in LinkedIn
3. Click on profile...

The result...

Other personal profile research

Keywords for database: Terms you should know.
Vani’s groups

Industry relevant groups for you to explore. Opportunities for you to message Vani directly if you are part of same group

Who is everyone else looking at?

People Also Viewed

- Natalie Rozensky: Market Insights at Google
- Emman Yfalia: Customer Research and Insights Analyst at Google
- Lauren Weidberg: VP, Strategic Insights and Research at CNN
- Hans Kim: Consumer Insights - Google+
- Elizabeth Roadhouse: Customer Insights Analyst at Google
- Darriel Zhang: Business Analyst at Google

More job titles to add to your database

THE JOB [RE]SEARCH
Advanced search options

You’ll even find some faculty positions

Assistant Professor, Finance, Pharmaceutical and Healthcare Business
University of the Sciences in Philadelphia
Greater Philadelphia Area - Apr 15, 2014

Kelly Cowdrol, 3rd Medical Affairs at GlaxoSmithKline
Kevin Mayo, Ph.D., 3rd Expert in Life Science Global & USA Nan...
Kathryn Batts, 2nd Health Policy and Pharmacy Advocacy

Save Job
Different information available

And similar jobs listed & looked at

Don’t worry about the competition

New opportunities, new company names, new job titles = new keywords for your database

This doesn’t really help
You can apply using LinkedIn profile...

...but it is not always the best idea

Outcomes of job [re]search

- You can performed advanced searching
- You can reach out to HR or recruiter staff at employer with questions or to follow-up
- You can find similar jobs, and see what others have been looking at
- You can ignore the competition
  - There's not much you can do about them anyway
- You can demonstrate interest in employers by "following" them – they may see this on your profile
- You can see if you have connections with certain employers
Some key takeaways

- Make sure your profile is updated and complete before starting your LinkedIn research
- Don’t get overwhelmed by the 500 million LinkedIn members – ask specific questions to get clear answers
  - Questions will arise naturally from your background research
- Know what your networking goals are
  - Finding information, people, common career paths, connections, recruiters, alumni, general exploration, etc.
- Demonstrate interest by following employers (share/like) and participating in groups relevant to employers
- See what groups professionals are members of; see what skills other professionals are being endorsed for
  - These skills may be important to illustrate in your application

LinkedIn etiquette

- Don’t “connect” with people you don’t know, or who don’t know you
  - Perhaps wait until you have had >2 significant interactions
- You can ask people if it is OK to connect with them
  - This can be another excuse to get in contact – networking is about building professional relationships over time
- Think about who you are connecting with – where are they in the work hierarchy
  - More junior staff members will likely be more helpful and more willing to connect
- Respect people’s time, expertise, and contacts

Resources

- 1001+ articles on the web about how to make use of LinkedIn – build time to read these into your research
- Career Services LinkedIn-specific resources:
  - www.vpul.upenn.edu/careerservices/networking/linkedin.php
  - https://ulife.vpul.upenn.edu/careerservices/blog/?cat=92
- General resources, including those that will complement your use of LinkedIn
  - www.vpul.upenn.edu/careerservices/gradstud/index.php
- Set up an appointment with an advisor to discuss your unique job [re]search strategy and LinkedIn approach
  - 215 898 7530