How much do you know?

- How do recruiters typically use LinkedIn/ social media within their recruitment activity?
- What are the ways LinkedIn/ social media can be useful when conducting a job search?
  - What’s your experience of using LinkedIn/ social media when job hunting?
While you’re waiting…….

ADMINISTRATION

STEP 1

- **Current Students:** Log onto UCL Desktop
- **Recent leavers:** Request guest username from facilitator

STEP 2

- Make sure you have set-up and can access a linkedin account:
  - See the ‘introducing linkedin’ handout – Registration/ login details.
LINKEDIN: SOURCING OPPORTUNITIES AND RAISING YOUR PROFILE

Dave Carter
UCL Careers
Talks, workshops and eLearning
Search ‘UCL Careers Essentials’

10-title lunchtime talks including:
- Prepare for the fair: How to network with employers
- An introduction to the graduate job market
- Improve your CV
- Better applications, cover letters and personal statements
- Interview success
- Find and fund a PhD
- PhD applications
- Your future and how to work towards it
- Sourcing jobs and work experience
- Considering a Masters

5-title workshops including:
- Mock aptitude, etray and psychometric tests
- Mock assessment centre
- Linkedin: Sourcing opportunities and raising your profile
- Connecting with people: Building and utilising a network of contacts to source jobs and work experience
- MBTI: Personality profiling

6-module ‘eLearning’ course
- Introduction to the graduate job market
- Your future and how to work towards it
- Sourcing jobs and work experience
- Planning for success – How to manage your job hunt
- Effective CV, cover letter and applications
- Interview success and applications
What we’ll look at today

Content
1. What is Linkedin?
2. How do recruiters use it?
3. How to write a profile
4. How to find and utilise potential connections,
5. The alumni tool, joining groups, following companies and searching for jobs

Insight and practice
1. Examples
2. Discussion
3. Structured exercises
Presentation slides available

Search ‘UCL Careers Essentials > Talks and workshop slides, resources and recordings
How much do you know?

- How do recruiters typically use LinkedIn/social media within their recruitment activity?
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HOW DO EMPLOYERS USE SOCIAL MEDIA?

Source: Jobvite survey of recruiters
Personal Branding

55% of hiring managers have reconsidered a candidate based on what they found on their social media accounts. 61% found something they didn’t like.

66% of hiring managers said they would hold poor spelling and grammar against candidates.
Personal Branding

What happens when you google yourself?
- Check both web, images and videos
- Do the returned results project you in a positive way to future employers?

If you have few or no returned results:
- What does that say about you?
- What could you do to give yourself an online presence?

Employer’s reaction:
"We find these online comments totally unacceptable and have terminated this person's employment with immediate effect."
Creating your online brand (presence)

Hilary Moor
Educator and adviser in careers and employability
London, United Kingdom | Higher Education
Current: The Careers Group, The Careers Group University of London
Previous: Assistant Executive Search, Inc., Richards Associates, Kondrashov
Education: The Nottingham Trent University

Results for #golddiscussion

Making it big
3 May 2013 | By Patricia Bandell

Many a time, as students of architecture, we have questioned different stages of design with "how is this to be constructed?" As more weight is generally placed on what we produce on paper, sometimes gaining an actual understanding of how every part comes together can easily be overlooked. After all, we consider ourselves designers, not makers.

Until recently, I too believed this. However, with my recent experience on live projects, I have come to realize that an architect is much more than a designer. As well as having the ability to visualize a three-dimensional structure in the mind, they need to be aware of its construction procedure and requirements.
Hands on: Linkedin lab – Personal branding
I’m eating a #grape

I like lemons

Here’s a video of me eating a melon

Here’s a great photo of some pears

This is where I bob apples

Here’s how to make a great smoothie

I’m listening to “Raspberry Beret”

Anyone want some bananas?

Snap of my fruit face!
- My **skills** include apple picking
- I’m **qualified** in banana peeling
- I **work** in the fruit industry
- I’m **interested in** the future of fruit freshness
- I’m **connected** to fruit growing experts
- Here’s a **video/photo/recipe** for a smoothie
- Here’s my **blog** about the best fruit diet
Building your professional brand:

https://university.linkedin.com/linkedin-for-students
What’s the difference between a Linkedin profile and a CV?

Search – Elizabeth Chester + UCL

Motivated MSc Environmental Social Sciences student seeking a role within environmental NGO's

Compare and contrast to a typical offline CV

What are the differences in terms of content, and tone of voice?
Add a professional photo

More views with a profile photo than without

Source: https://www.corp.linkedin.com/wiki/cf/display/PRT/Value+statements+for+Profile+Editing
Professional headlines

Weak (overused buzzwords)

- UCL Graduate looking for work
- Dynamic, motivated UCL student with communication, teamworking and leadership skills

Better (specific and tangible skills and knowledge)

- UCL MSc Environmental Social Science student currently interning at an environmental consultancy. Seeking a role within the Environmental NGO sector
- Recent UCL History graduate seeking marketing internship. Previous sector experience as marketing co-ordinator of UCL European society along with customer service experience.
Use a Summary

I'm currently undertaking an MSc in Environmental Science and Society at University College London. I'm writing my dissertation on the effects of deforestation in South America, focusing on the policy challenges of transition to multi-level environmental governance and how governments should put together a framework based on understanding social and ecological issues.

I'm looking for an internship within non-governmental organisations involved in environmental management, lobbying, advocacy and policy making. In particular I'm keen to use my regional knowledge of South America.

I am fluent in English and Spanish and have an intermediate knowledge of Portuguese.

My specialties include:
- Deforestation and Environmental policy making
- South American Economics & Politics
- Geographical studies (with special reference to South America and MENA)
- Contemporary History of South America
- International Relations
- International Economics

In my spare time I enjoy utilising my Spanish skills at London-based Spanish ‘meetup’ sessions along with travelling (South America a recent destination), yoga and independent cinema.

Recommendation from Ms J Doe at TESTA SA:
“Elizabeth worked with TESTA South America for six months as part of a work placement during her degree. She was an outstanding member of the team whose contribution to research work was invaluable to the work we’re doing. Elizabeth was able to work independently on projects as well as contributing to team events. She was enthusiastic, flexible and very hard working – all her projects were completed on time and to a high standard. I would happily recommend Elizabeth for any post and believe her to be an asset to any team.”

Acts a little like a Personal profile/ Cover Letter in a CV
Provides Executive summary

Keywords not buzzwords:
Tangible, evidence-based information written in ‘first-person’ narrative

Personal interests: Show who you are

Recommendations from others within a profile
Top 10 overused profile ‘buzzwords’

- Extensive experience
- Innovative
- Motivated
- Results-oriented
- Dynamic
- Proven track record
- Team player
- Fast-paced
- Problem solver
- Entrepreneurial

Specific and tangible skills and knowledge

- Arabic
- Environmental Science
- Policy
- International relations
- Governance
- Spanish
- Portuguese
- Project management
- Excel
- SPSS
The next generation of LinkedIn Recruiter empowers you to go from searching to hiring in less time.

1. **Find the right candidates faster**: expand your searches beyond your personal connections and have access to over 500 million LinkedIn members. Search faster with 20+ smart and simple-to-use search filters and recommendations. Our new “Find more people like” feature lets you create a search based on ideal candidates you may know.

2. **Contact any candidate via InMail**: Use customised templates to reach out to candidates quickly through InMail – LinkedIn’s trusted messaging environment. Enjoy higher response rates than either cold calling or email could ever deliver.

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Mark Holleran  
Director - SearchHigher

Sep 19  
Confidential  
Dear Dave,

I hope you are well.

I am currently working with Anglia Ruskin University in the appointment of a new Head of Employability. You can find out more about the role at [https://www.searchhigher.com/anglia-ruskin/](https://www.searchhigher.com/anglia-ruskin/)

I appreciate that this is most likely not of interest but I wanted to get in touch to see if you know of anyone who may be interested in the role at all?

Many thanks for your help with this, it’s much appreciated.

With best wishes  
Mark

Mark Holleran  
+44 2476 151587 | m.holleran@searchhigher.com
Flag to recruiters your availability and careers interests
Task 1

20 minutes – Edit your profile using the worksheet:

- Headline
- Changing your profile URL
- Moving content around
- Add key skills
- Specify careers interests
Privacy

Important to understand what others can see about you:

- Linkedin privacy settings:
  - Select what others see when they view your profile
  - Turn-off notifications when joining groups/ updating your profile

- especially key on facebook
  - check your privacy settings
  - monitor posts you’ve been tagged in
## Profile privacy

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

### Manage active status
Choose how your active status is displayed to your connections.

### 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.

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

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

### 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.

### Who can see your last name
Choose how you want your name to appear.
Hands-on linkedin exercises

5 minutes – Task 2 – Edit your privacy settings
  - Sharing profile edits with others
  - Profile viewing options
  - Group notifications
BREAK!
Taking control of your job hunt

Reactive v Proactive job hunting strategies
Process: Taking the careers ‘shortcut’

- Taking Decisions
- Job search and applications
- Transition

- Self awareness
- Option generating
- Research
Limited graduate scheme opportunities

Graduate-level opportunities

- Graduate Scheme opportunities
- Grad 'jobs'/Direct entry

ISE Grad scheme survey – 200 employers
20K Grad scheme opportunities

UK Grad job market: 10K
employers offering 200K jobs for leavers
How do people find jobs?

Source: Office of national statistics
How can you use LinkedIn to take control........
Generating options – What do UCL students do? The UCL alumni tool
Find out more - build a network of mentors
UCL alumni careers mentoring
https://www.ucl.ac.uk/careers/advice/alumnimentoring
Linkedin Careers mentoring

- Dan Frith
  - UCL MSc Economics leaver interested in work within financial services
  - weeks went by applying for jobs without success
  - had used LinkedIn purely for sourcing advertised job roles

**Graduates 1 to 1 coaching: New strategy**
- conducted structured self-assessment and option generating activities
- improved LinkedIn profile, starting researching and then connecting with staff within insurance companies involved in risk (new option)
- took conversations off-line – information interviewing:
  - met for coffee, asked lost of questions to become more informed about role/sector
  - found out about insurance roles more interesting and aligned to skillset
- now on radar of a number of organisations
- kept in contact, appeared on news feeds
- latterly 2 organisations contacted him about opportunities not publically advertised
- researched, company, sector and interviewers on linkedin

- **Offered position at Expoint as Reinsurance strategist**
Building a network of mentors
The UCL alumni tool

Career Insights of 149,512+ alumni

Where they live

- 93,014 · United Kingdom
- 60,340 · London, United Kingdom
- 11,536 · United States

Where they work

- 4,389 · UCL
- 933 · NHS
- 485 · EY

See all career insights
Utilising connections

- **Knowledge**: Gain more insight about a industry/ job role/ company
- **Career paths**: check out a connection’s CVs to see how they got where they are. Could help in making decisions about e.g. doing further education etc.
- **Gain exposure**: through group discussions; show knowledge and ask questions to impress members
- **Vacancies**: finding out about advertised/ non-advertised opportunities
- **Marketing yourself**: sources of content for applications and interviews
Information interviews:  
Key to forging successful connections

- **Don’t ask for a job**  
  - Don’t go for gold – plant seeds and gather intelligence

- **Take the lead**  
  - Reverse job interview – you ask the questions  
  - Conduct research beforehand  
  - Think about what you want to know

- **Listen actively**  
  - Listening is half the communication  
  - Ask follow-up questions and take notes

- **Leave the door open**  
  - Ask for other contacts who could help  
  - Ask for permission to stay in touch  
  - Follow up with a timely thank you note
The opportunities for bespoke training, learning new technical skills and then passing this knowledge on to others at X are especially appealing. After attending a Facebook Q&A with Sofie Strömberg (a London-based analyst) who took courses in Prince and Strata, it became clear that she utilised her new knowledge immediately on client work and is now mentoring other junior staff utilising these systems on client audits. During my time as a UCL outreach mentor, I worked with up to 3 students at the UCL academy, answering questions about university life and helping with UCAS applications....
Building a professional network on LinkedIn

https://university.linkedin.com/linkedin-for-students
Hands-on linkedin exercises

Tasks 3 and 4
Build up your list of contacts by connecting with them:
- Allows you to view their full profile
- Can contact them using Inmail (allows you to write long-form messages)

Course facilitator – Dave Carter
- Connect with people in the room
- Connect with other contacts
- Personalise connect messages
- Explore the linkedin tool
Personalised connection messages - POOR

Join my network on LinkedIn
Tracy B:
April 3, 2014 1:44 PM

Tracy B MBA has indicated you are a Friend:

I'd like to add you to my professional network on LinkedIn.
- Tracy
Dear Dave

I hope you don’t mind me contacting you directly. I read your profile with interest and am looking like you to move into careers work from a commercial background.

I have an interview with the Careers Group shortly and wondered if I might be able to pick your brains on what you consider to be some of the strengths of the organisation.

Am hoping you might connect with so we could discuss further

Kind regards
Hi Dave,

Hope you don't mind me approaching you, however I am looking to partner with organisations or individuals to take part in my final year project that I am required to design as part of my MSc at UCL. Any help would be highly appreciated!

My topic is "Negotiations in the Corporate World" and it would require my participants to watch a 3 minute video followed by completing an online survey. In return I will offer academic grounded advice on how to be a better negotiator.

Minimum requirement for my participants is for them to have at least 1 year of work experience in a corporate environment in any of the Western countries. Do you think you can spare 10 minutes in the next 7 days?

Not ready to reply? Add a reminder to rea out to Roxana later

Re: RE: UCL Research
7/16/14

UCL Research
7/16/14
Make LinkedIn work for you

Use the job search facility

Join Groups

Follow Companies
Task 5 Job hunting

- Search the jobs function
- Join Groups
- Follow companies
Questions?
WHAT WE’VE LEARNED

- Your LinkedIn profile can be your online calling card
- Connect with interesting people for advice and information (and maybe more)
- Keep up to date on the industry/organisation news/info and opportunities
1to1 coaching (including reviewing LinkedIn Profiles)

**Current students:**
- CV/ Application coaching - 15 minutes (Mon – Fri) lunch/ early evening
- Short guidance – 20 minutes (Mon – Fri)
- Long guidance – 60 minutes on referral from short guidance
- Interview coaching – 60 minutes *(on condition ‘real’ employer interview)*

**Recent graduates:**
- Grad appointments – 30 minutes (Mon – Thu) inc. lunchtime/ early evening/ phone/ skype (recommended use especially if 1st Graduates coaching session)
- CV/ Application coaching – 15 minutes – same service as for current students
- **Interview coaching – 60 minutes** *(on condition of ‘real’ employer interview)*

**Booking**
- Online: up to 7 days in advance: My Careers Service
  - [http://www.ucl.ac.uk/careers/myuclcareers](http://www.ucl.ac.uk/careers/myuclcareers)
- By phone: (call 020 3549 5900 after 9.30am)/ in person – Student Central/ 4th floor.
Careers essentials continues....

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<tr>
<th>Title</th>
<th>Event type</th>
<th>Days</th>
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<td>Careers Essentials: Linkedin - Sourcing opportunities and raising your profile</td>
<td>Careers Essentials Event</td>
<td>22-Nov-2017</td>
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<tr>
<td>Careers Essentials: Sourcing jobs and work experience</td>
<td>Careers Essentials Event</td>
<td>23-Nov-2017</td>
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<td>Careers Essentials: Mock Assessment centre</td>
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