While you're waiting…….

ADMINISTRATION

STEP 1

- **Current Students:** Log onto UCL Desktop

STEP 2

- Make sure you have set-up and can access a LinkedIn account:
  - See the 'introducing LinkedIn' handout – Registration/ login details.

STOP THERE

HOW MUCH DO YOU KNOW?

In relation to LinkedIn/ social media:

- How do recruiters typically use it within their recruitment activity?
- What are the ways it be useful when conducting a job search?
- What's your experience of using it when job hunting?

FIND your FUTURE

UCL CAREER ESSENTIALS

GETTING STARTED WITH LINKEDIN - RAISING YOUR PROFILE AND SOURCING OPPORTUNITIES

Sally Brown
UCL Careers

Careers Essentials 2018/19

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

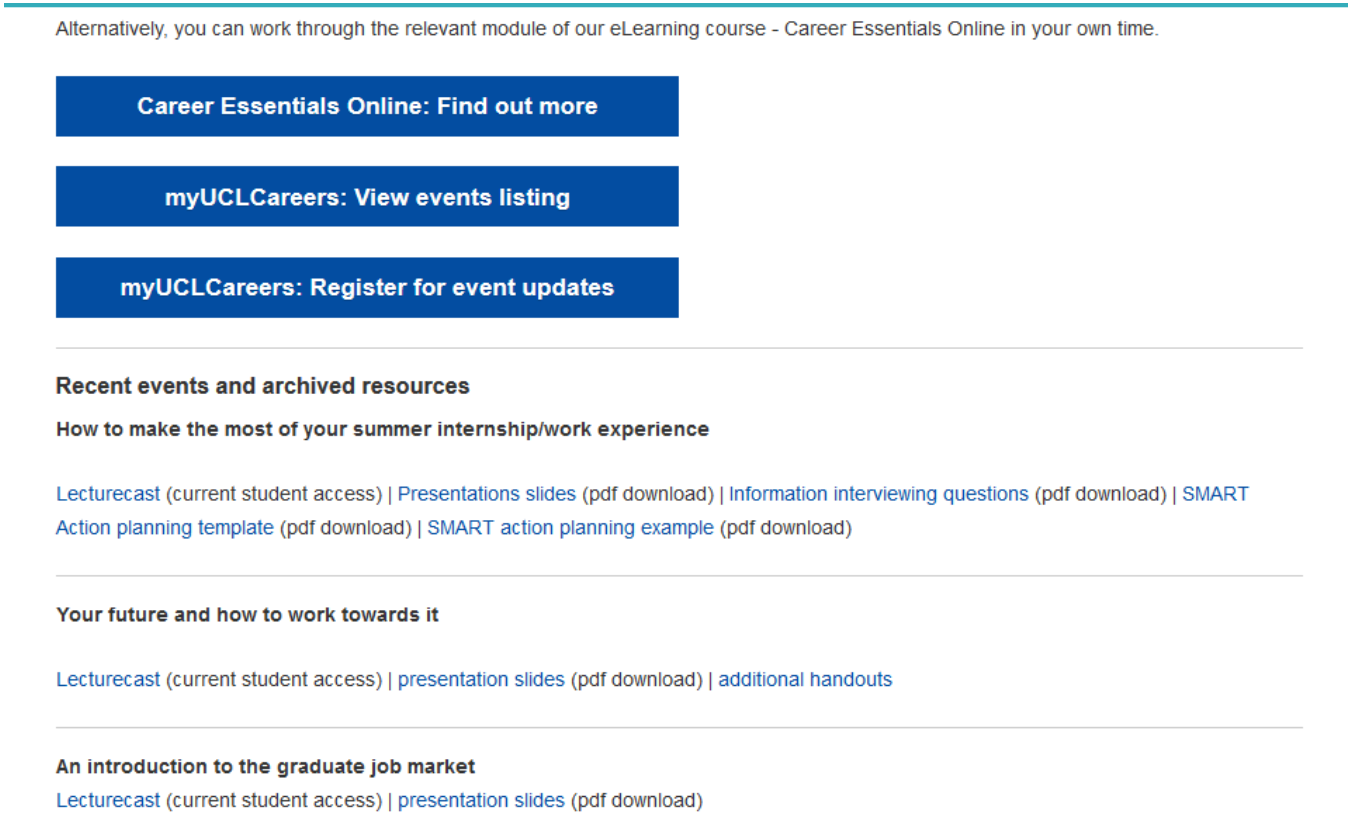
CAREER ESSENTIALS online

- 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

FIND *your* FUTURE

Presentation slides available

https://www.ucl.ac.uk/careers/resources/slides/career-essentials



Alternatively, you can work through the relevant module of our eLearning course - Career Essentials Online in your own time.

Career Essentials Online: Find out more

myUCLCareers: View events listing

myUCLCareers: Register for event updates

Recent events and archived resources

How to make the most of your summer internship/work experience

Lecturecast (current student access) | Presentations slides (pdf download) | Information interviewing questions (pdf download) | SMART Action planning template (pdf download) | SMART action planning example (pdf download)

Your future and how to work towards it

Lecturecast (current student access) | presentation slides (pdf download) | additional handouts

An introduction to the graduate job market

Lecturecast (current student access) | presentation slides (pdf download)

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

How much do you know?

In relation to LinkedIn/ social media:

- How do recruiters typically use it within their recruitment activity?
- What are the ways it be useful when conducting a job search?
- What's your experience of using it when job hunting?

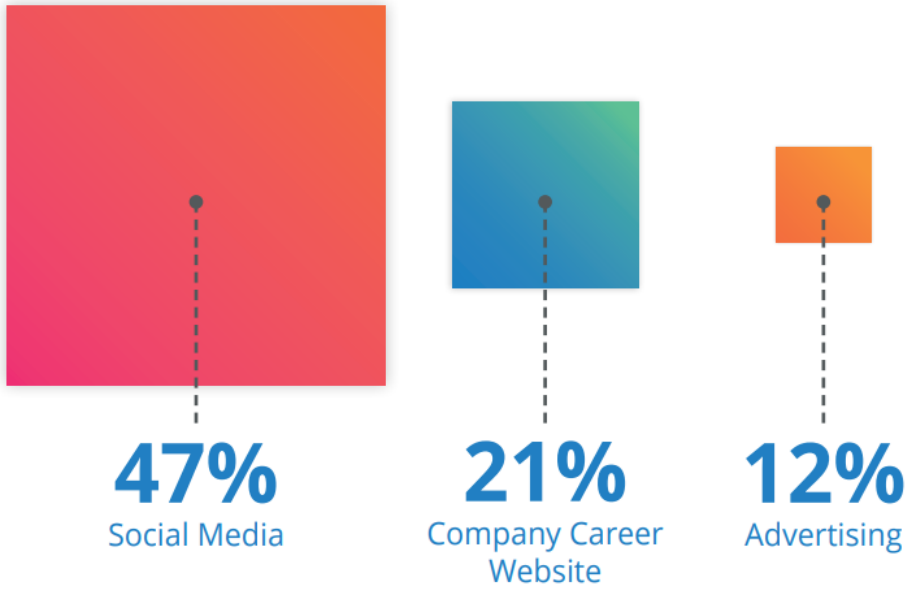
FIND *your* FUTURE

HOW DO EMPLOYERS USE SOCIAL MEDIA?

To Attract Candidates, Recruiters Must Be Marketers

A strong employer brand — and some good old fashioned marketing — remains crucial to getting hard-won candidates in the door.

According to recruiters, the top investments for growing an employer brand are: social media (47%), company career website (21%), and marketing and advertising (12%).

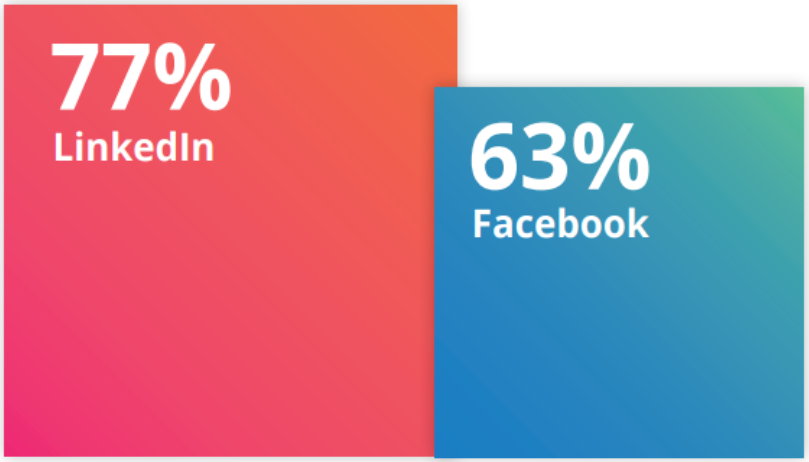


Source: *Jobvite survey of recruiters*

Recruiters Are Getting Creative on Social Media to Reach Candidates Where They Are

Unsurprisingly, LinkedIn is the most-used channel for recruitment efforts — with 77% taking advantage — followed by Facebook (63%).

However, LinkedIn's popularity has shifted dramatically. In 2017, **92%** of recruiters used LinkedIn compared to this year.



But Instagram's popularity with job seekers is increasing its use with recruiters — now, a quarter of recruiters are investing in recruiting efforts on Instagram, especially millennial recruiters (**35%**) and those working at technology companies (**63%**) — double the number in 2017.

LinkedIn 'recruiter'

Ottie Manners
Recruitment Consultant at Protech Group

Ottie Manners

Drama Teacher Position

Hi Sally

I am currently working with a school based in Croydon that are looking for a Drama Teacher to join them in September.

Does this sound like something of interest to yourself?

Thanks,

Ottie

ottiem@uniformeducation.co.uk

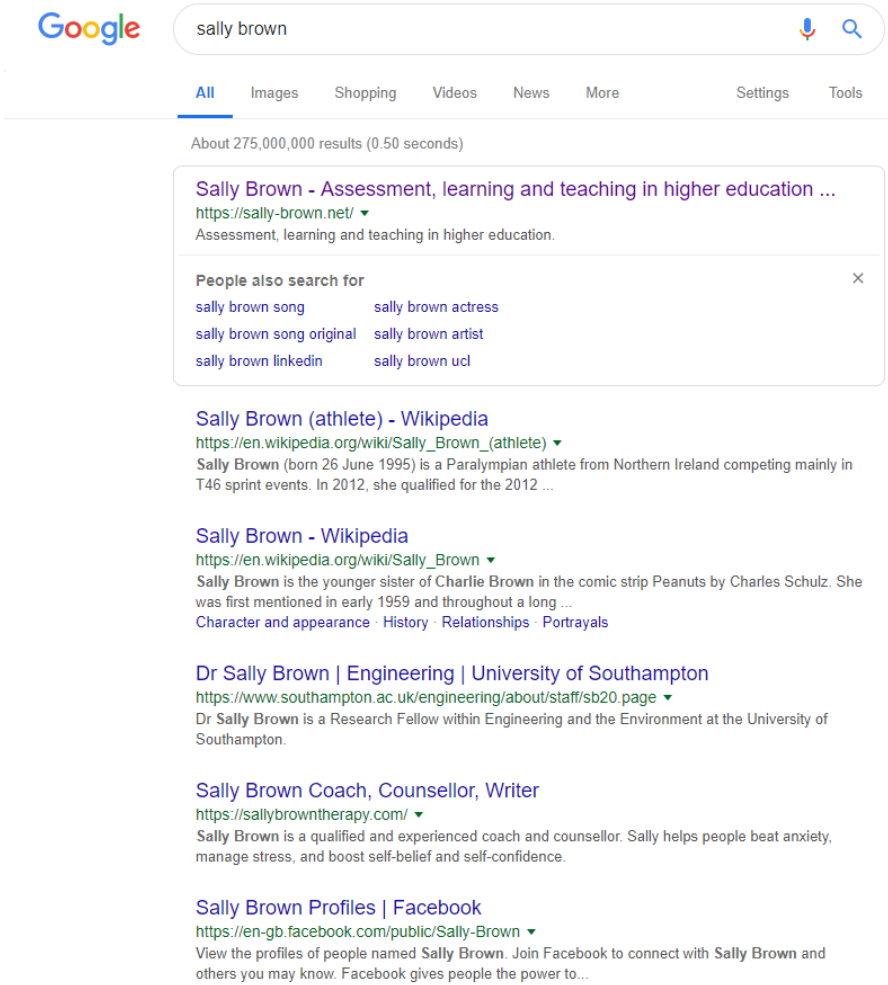
Personal Branding

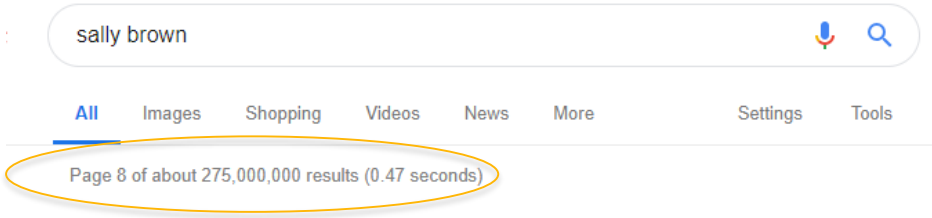
Personal Branding

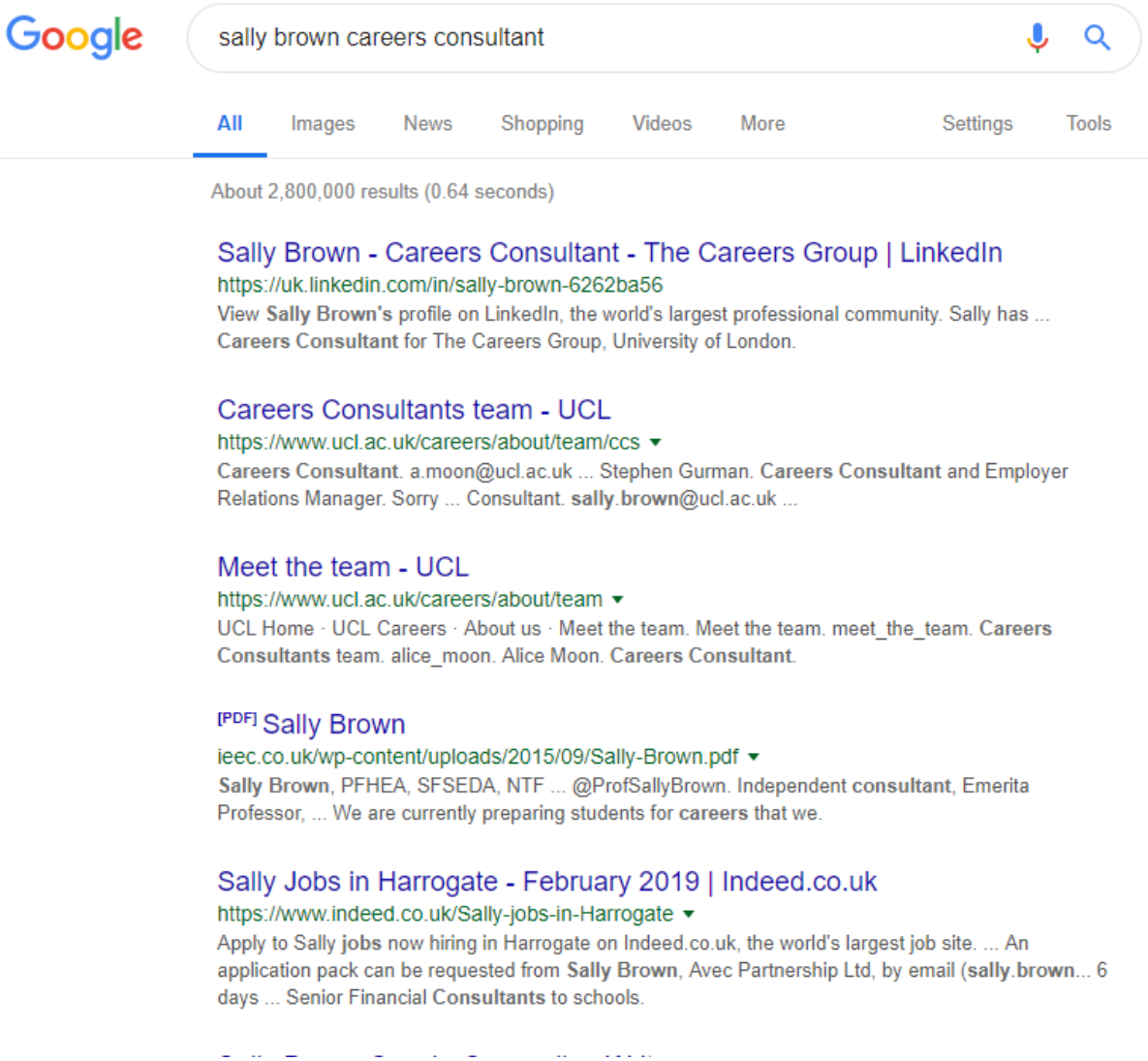
- What happens when you google yourself?
  - perhaps use ‘name + UCL’
  - check both web, images and videos
  - do the returned results project you in a positive way to future employers?
- If you have few or no returned results:
  - what does that say about you?
  - what could you do to give yourself an online presence?

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

FIND *your* FUTURE






Google
sally brown careers consultant
All
Images
News
Shopping
Videos
More
Settings
Tools
About 2,800,000 results (0.64 seconds)
Sally Brown - Careers Consultant - The Careers Group | LinkedIn
https://uk.linkedin.com/in/sally-brown-6262ba56
View Sally Brown's profile on LinkedIn, the world's largest professional community. Sally has ... Careers Consultant for The Careers Group, University of London.
Careers Consultants team - UCL
https://www.ucl.ac.uk/careers/about/team/ccs
Careers Consultant. a.moon@ucl.ac.uk ... Stephen Gurman. Careers Consultant and Employer Relations Manager. Sorry ... Consultant. sally.brown@ucl.ac.uk ...
Meet the team - UCL
https://www.ucl.ac.uk/careers/about/team
UCL Home · UCL Careers · About us · Meet the team. Meet the team. meet_the_team. Careers Consultants team. alice_moon. Alice Moon. Careers Consultant.
[PDF] Sally Brown
ieec.co.uk/wp-content/uploads/2015/09/Sally-Brown.pdf
Sally Brown, PFHEA, SFSEDA, NTF ... @ProfSallyBrown. Independent consultant, Emerita Professor, ... We are currently preparing students for careers that we.
Sally Jobs in Harrogate - February 2019 | Indeed.co.uk
https://www.indeed.co.uk/Sally-jobs-in-Harrogate
Apply to Sally jobs now hiring in Harrogate on Indeed.co.uk, the world's largest job site. ... An application pack can be requested from Sally Brown, Avec Partnership Ltd, by email (sally.brown... 6 days ... Senior Financial Consultants to schools.

Creating your online brand (presence)

Hands on: LinkedIn lab – Personal branding

Social media in the language of fruit

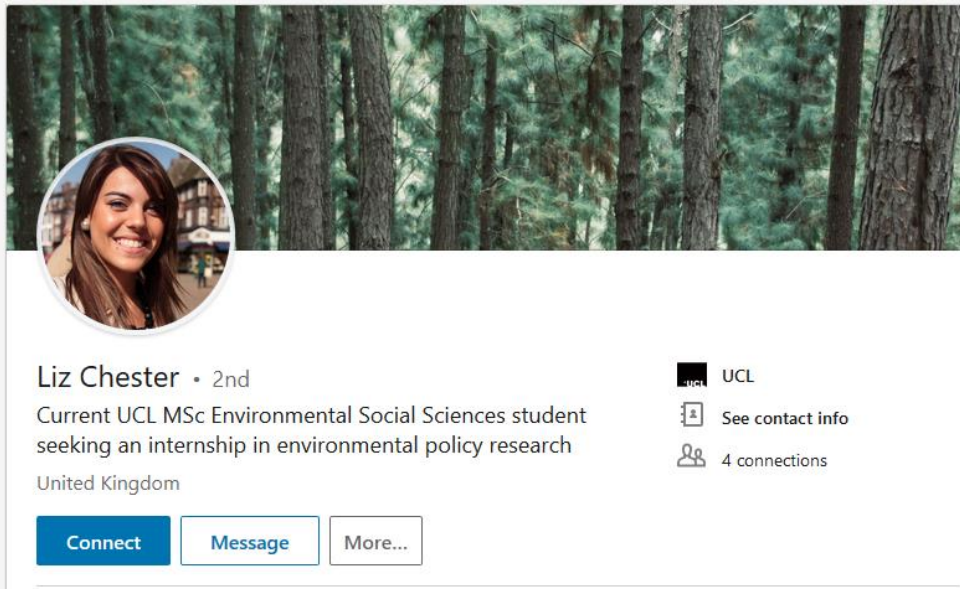
Twitter	I'm eating a #grape
Facebook	I like lemons
YouTube	Here's a video of me eating a melon
Instagram	Here's a great photo of some pears
Foursquare	This is where I bob apples
Pinterest	Here's how to make a great smoothie
Spotify	I'm listening to "Raspberry Beret"
WhatsApp	Anyone want some bananas?
Snapchat	Snap of my fruit face!

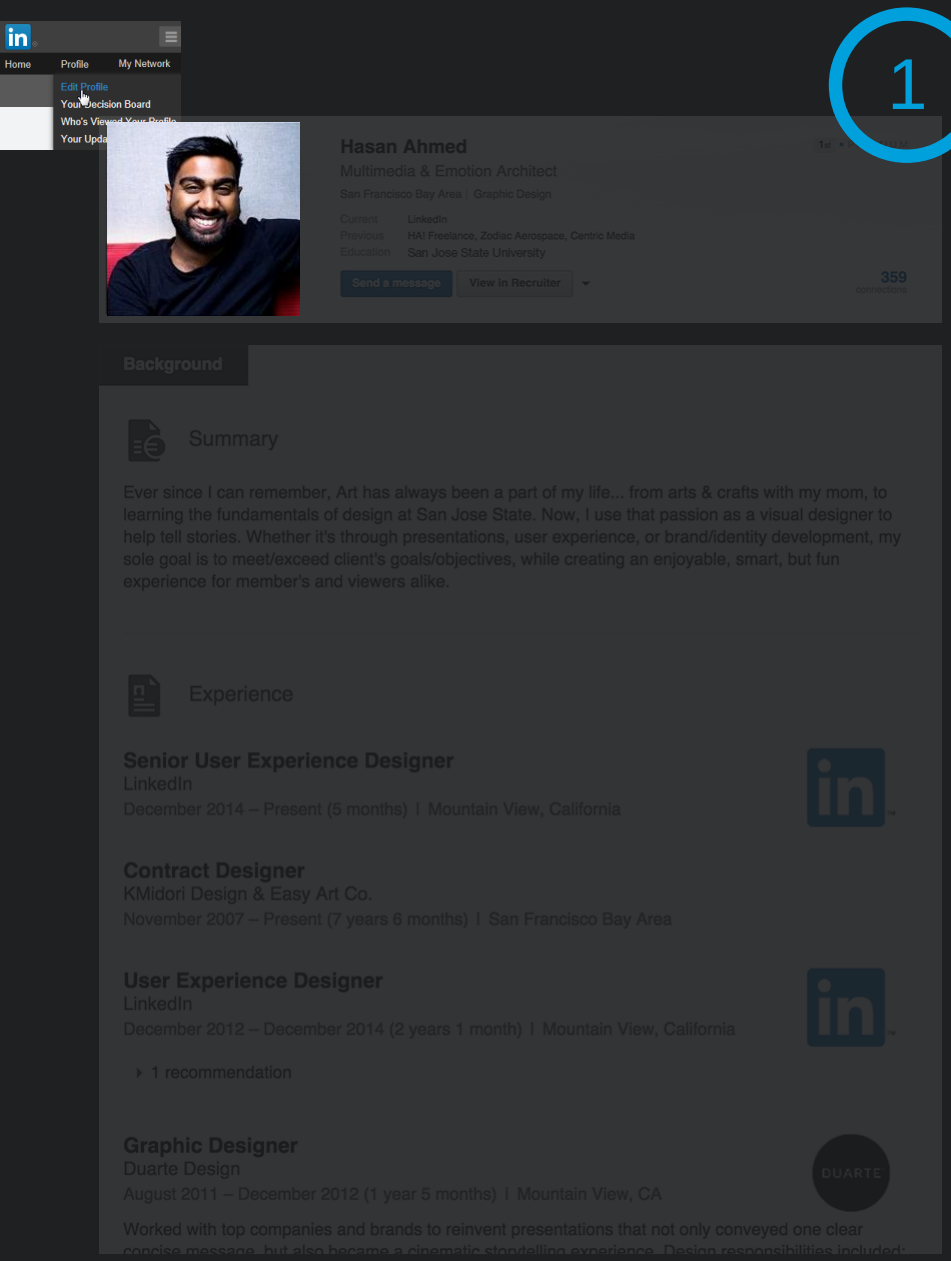
LinkedIn

- 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

What's the difference between a LinkedIn profile and a CV?

- LinkedIn Search – Liz Chester + UCL
  - Compare and contrast to a typical offline CV
    - What are the differences in terms of sections, content and tone of voice?





1

Add a professional photo

14x

More views with a profile photo than without (silhouette)

Represent how you want to be been seen at work – consider dress code (webdesigner v financial services)

Be alone

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

Professional headlines

Weak (overused buzzwords)

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

Better (specific and tangible skills & 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 CV personal profile/ cover letter
Provides Executive summary

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

Personal interests - show who you are

Recommendations
Elevate to the personal profile

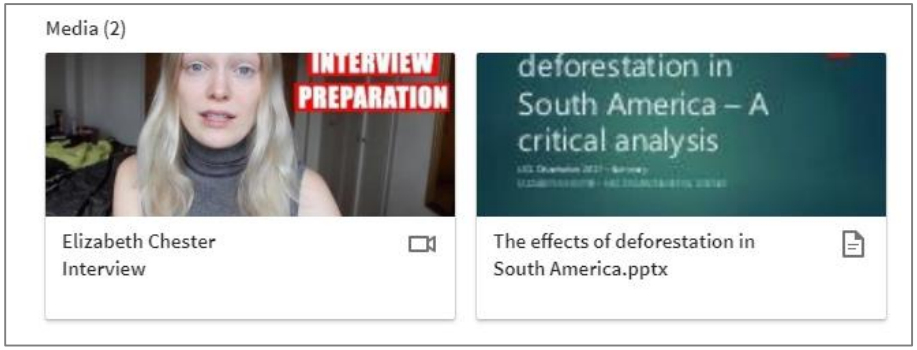
DON'T use generic 'buzzwords'

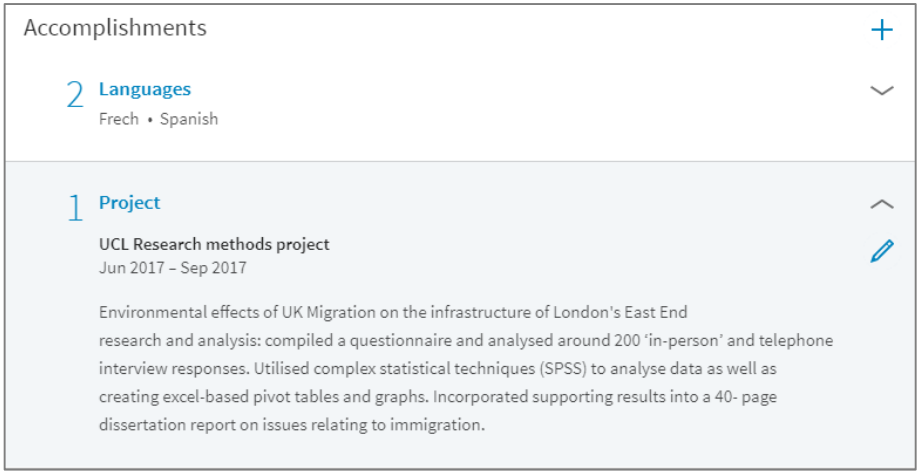
- Extensive experience
- Innovative
- Motivated
- Results-oriented
- Dynamic
- Proven track record
- Team player
- Fast-paced
- Problem solver
- Entrepreneurial

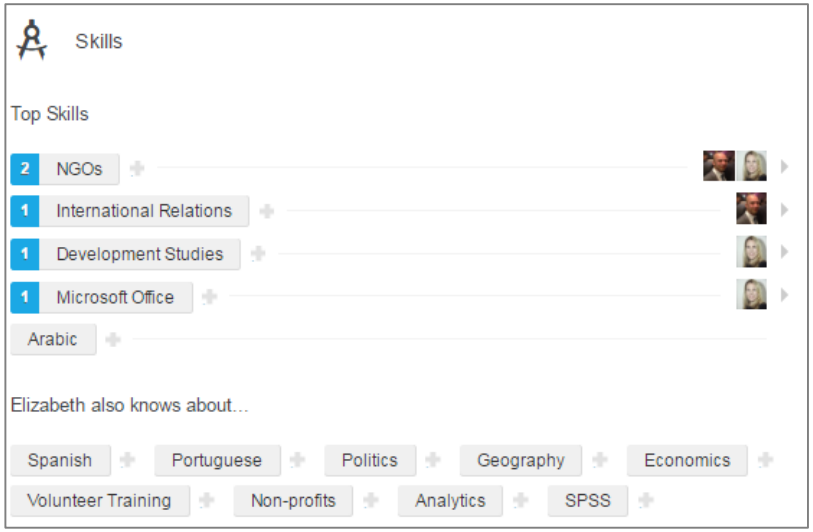
DO refer to specific and tangible skills and knowledge

- Arabic
- Environmental Science
- Policy
- International relations
- Governance
- Spanish
- Portuguese
- Project management
- Excel
- SPSS

Projects, Multimedia and Skills

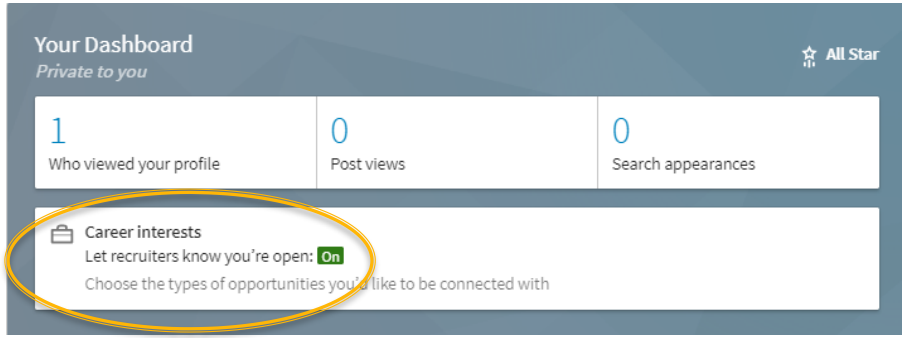


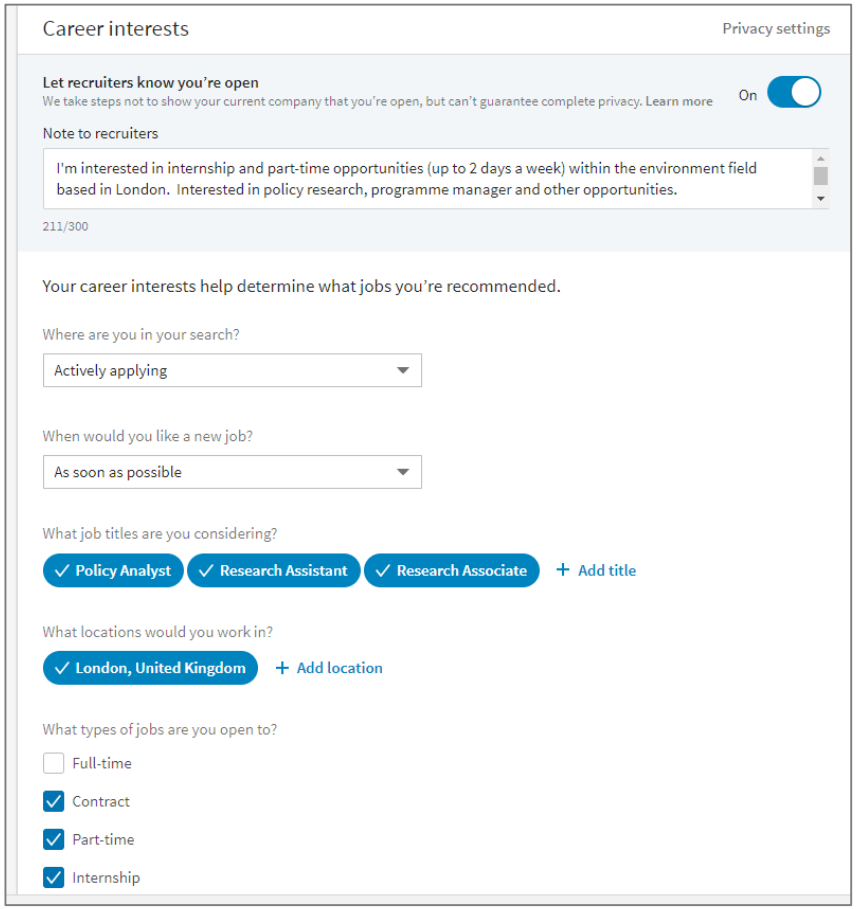




FIND your FUTURE

Flag to recruiters your availability and careers interests

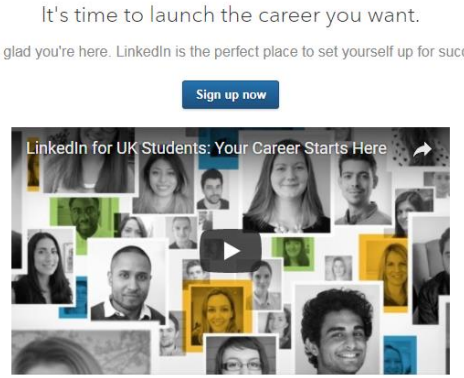


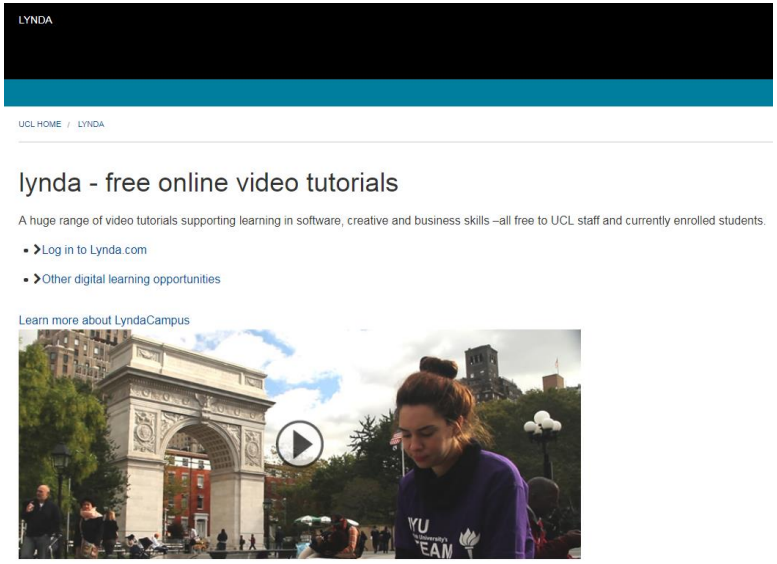


FIND your FUTURE

Building your professional brand: User guidelines

- Search ‘LinkedIn for students’
  - https://students.linkedin.com/uk
- Search – ‘UCL Lynda’





Task 1

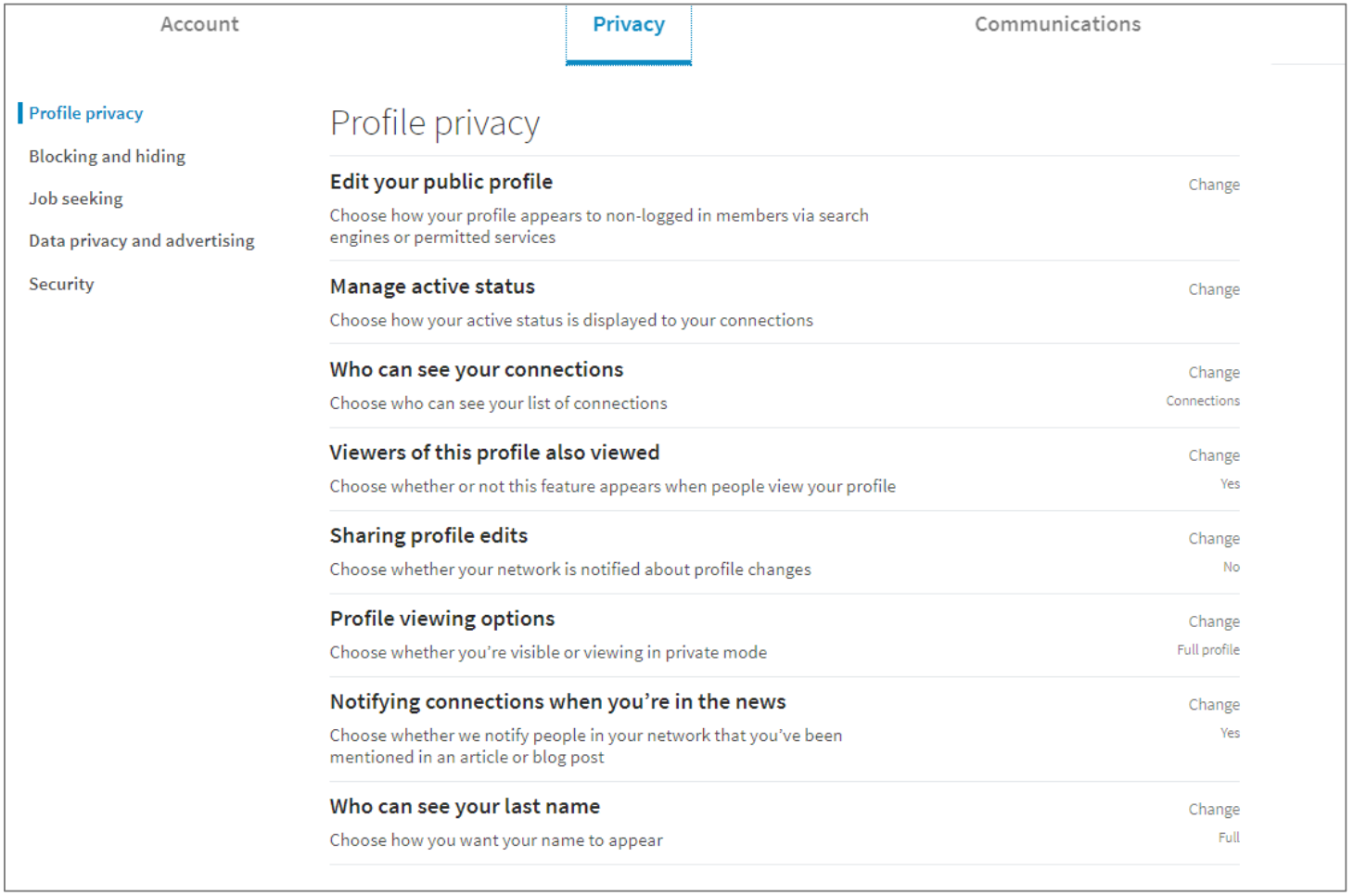
- 20 minutes – Edit your ‘profile’ using the worksheet:
  - Headline
  - Changing your profile URL
  - Moving content around
  - Add key skills
  - Specify careers interests

Privacy

- Important to understand what others can see about you:
  - LinkedIn privacy settings:
    - Select what others see when they view your profile
      - unless profile a work-in-progress - full details
    - Turn**-off** notifications when joining groups/ updating your profile
  - especially key on Facebook
    - check your privacy settings
    - monitor posts you've been tagged in

FIND *your* FUTURE

Privacy



Hands-on LinkedIn exercises

- 5 minutes – Task 2 – Edit your privacy settings
  - Sharing profile edits with others
  - Profile viewing options
  - Group notifications

FIND *your* FUTURE

5 WAYS TO MAKE THE MOST OF LINKEDIN

TAKE CONTROL OF YOUR JOB SEARCH

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

  UCL Graduates1 to 1 coaching: New strategy
  - conducted structured self-assessment and option generating activities
  - improved Linkedin profile, used the UCL alumni tool and starting looking at profiles of alumni within financial services – became interested in financial risk (new option)
  - wrote personal connection requests to a number of alumni:
    - took conversations off-line – conducted information interviewing:
      - met for coffee, asked lost of questions to become more informed about role/sector
    - found out about risk-related 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**

LinkedIn Careers mentoring – Case Study

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

Improved LinkedIn profile, used the UCL alumni tool and starting looking at profiles of alumni within financial services – became interested in financial risk (new option)
wrote personal connection requests to a number of alumni.

took conversations off-line – conducted information interviewing:

- met for coffee, asked lost of questions to become more informed about role/sector

found out about risk-related roles more interesting and aligned to skillset

LinkedIn Careers mentoring – Case Study

researched, company, sector and interviewers on LinkedIn

latterly 2 organisations contacted him about opportunities not publicly advertised

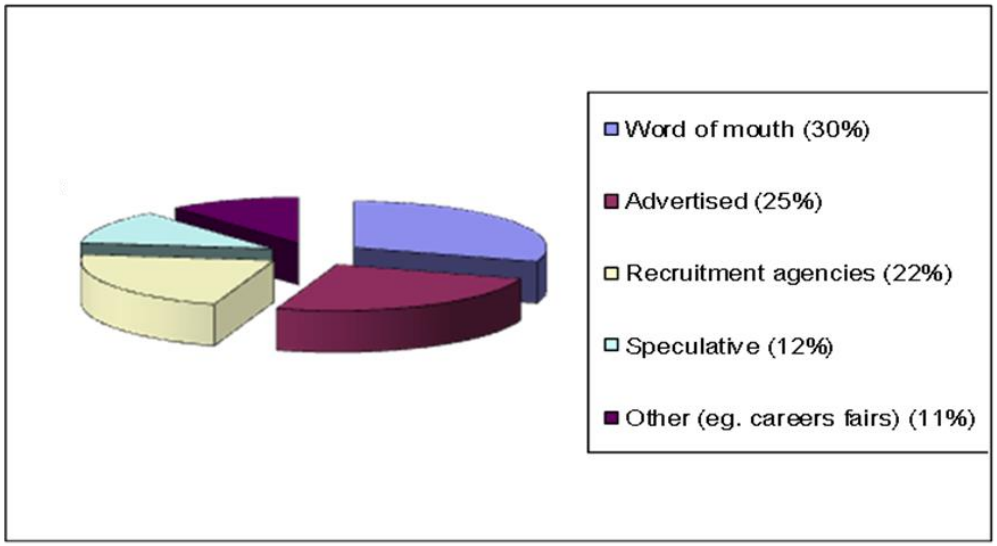
now on radar of a number of organisations kept in contact, appeared on news feeds

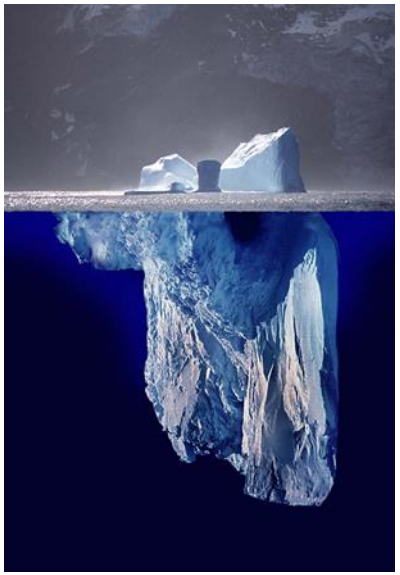
Offered position at Expoint as Reinsurance strategist

Take control: The power of searching for and connecting with others

- **Knowledge:** Gain more insight about
  - what jobs you could do with your degree
    - 70% + of UK-based grad level jobs are not degree subject dependent
  - what working in a particular industry/ job role/ company might be like
- **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
- **Recommendations:** first-hand evidence for what you're capable of

How do people find jobs?





Advertised job market

Hidden job market

Source: *Office of national statistics*

FIND your FUTURE

Take control: The power of the UCL alumni tool

2

Education

UCL
MSc Environmental Science and Society, Environmental Science, Expected Merit
2016 – 2017
Activities and Societies: NGO Society, Student mentor and outreach

The Masters course explores how environmental, social and political practices impact our society. I am learning how individuals in society can influence governmental policies and how theoretical modules can be applied to real life situations.

My research and analytical skills have been honed through my 15000 word dissertation on the effects of deforestation in South America. I designed a comprehensive questionnaire and analysed around 150 responses that will feed in to my findings.

I have gained the ability to problem-solve and manage the interpretation of complex data.

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

UCL Career Insights

Change university

Attended | Start year 2000 | to | End year 2017

Search alumni by title, keyword or company

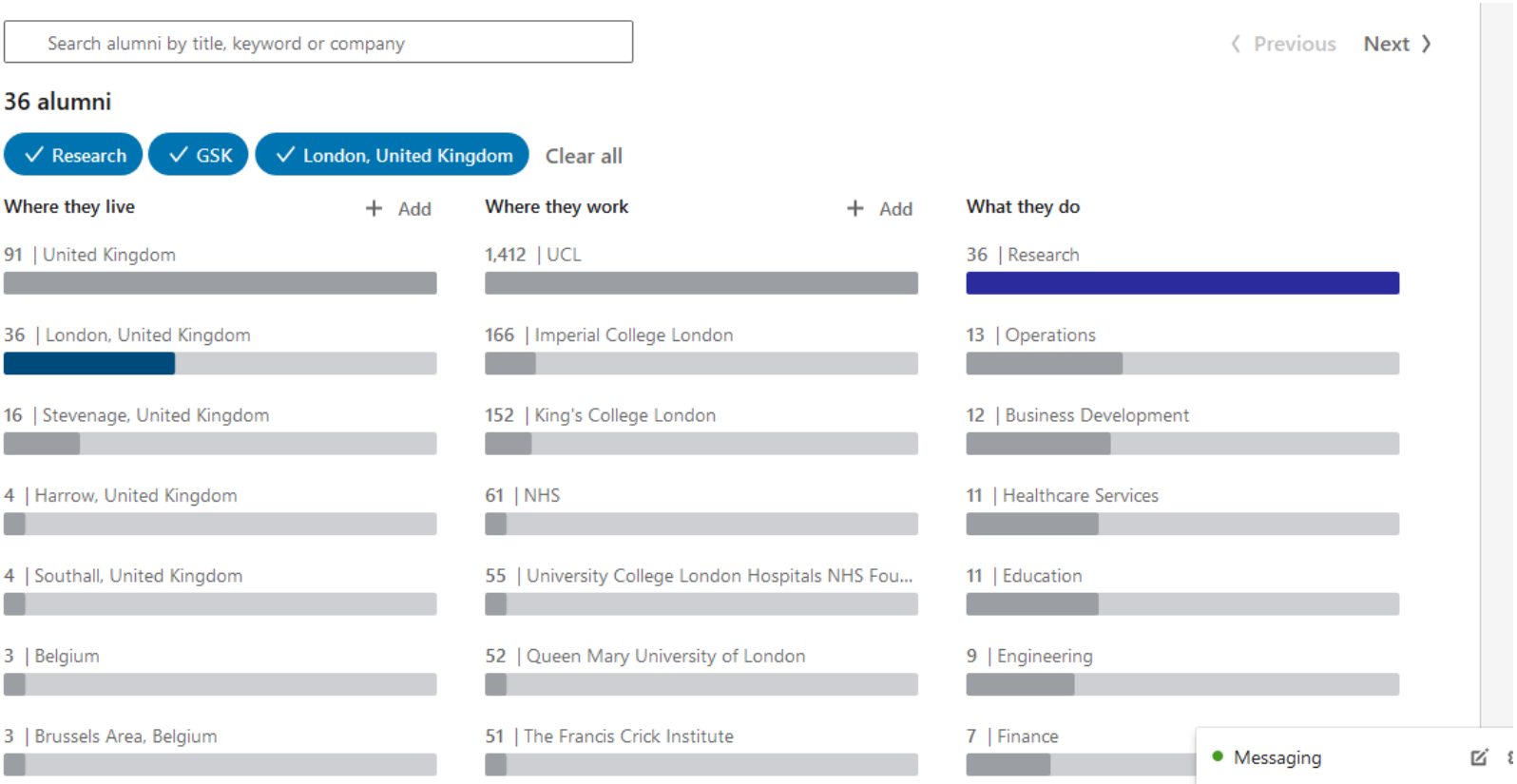
Previous Next

258 alumni

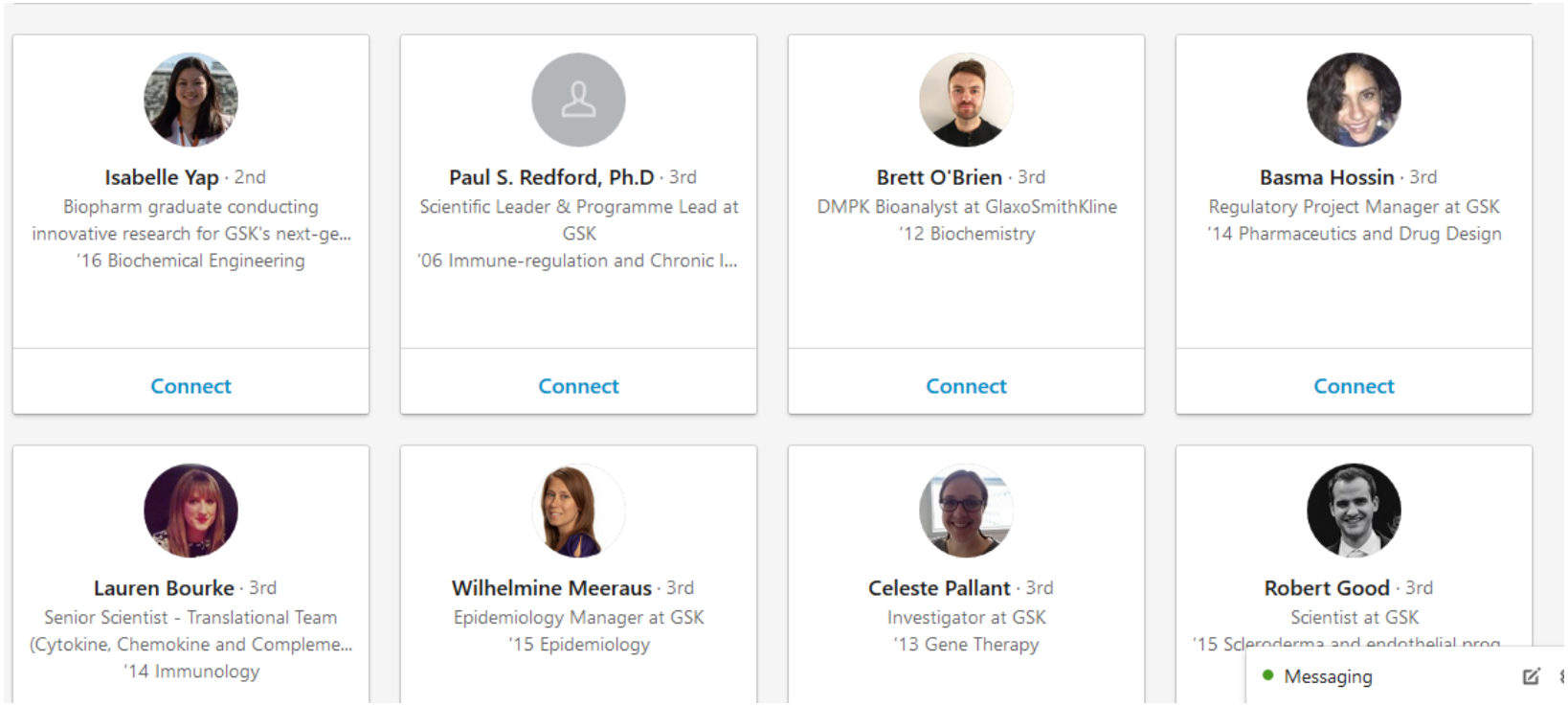
History ✓ | Research ✓ | London, United Kingdom ✓ | Clear all

Where they live + Add	Where they work + Add	What they do
378 · United Kingdom	56 · UCL	429 · Media and Communication
258 · London, United Kingdom	6 · King's College London	410 · Education
100 · United States	4 · The London School of Economics and Politica…	403 · Business Development

Show more


Search alumni by title, keyword or company
Previous
Next
36 alumni
Research
GSK
London, United Kingdom
Clear all
Where they live
Add
91 | United Kingdom
36 | London, United Kingdom
16 | Stevenage, United Kingdom
4 | Harrow, United Kingdom
4 | Southall, United Kingdom
3 | Belgium
3 | Brussels Area, Belgium
Where they work
Add
1,412 | UCL
166 | Imperial College London
152 | King's College London
61 | NHS
55 | University College London Hospitals NHS Fou...
52 | Queen Mary University of London
51 | The Francis Crick Institute
What they do
36 | Research
13 | Operations
12 | Business Development
11 | Healthcare Services
11 | Education
9 | Engineering
7 | Finance
Messaging

FIND *your* FUTURE



Add a note – 300 characters

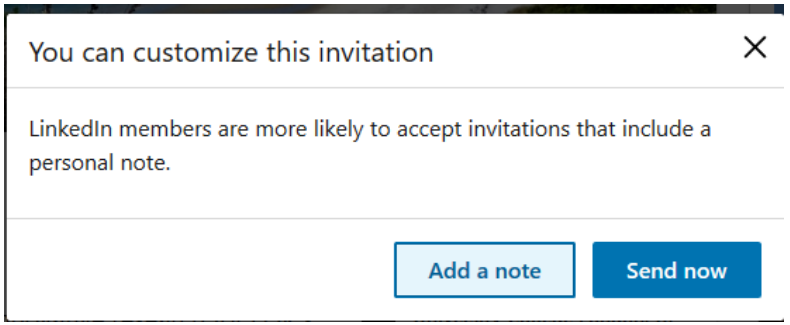
Connect

Dear Steve,

I see that you graduated from my current university, UCL. I'm an engineering student and would be excited to hear more about your work with PwC. I was wondering whether you would be able to spare some time to answer some of my questions?

Thanks so much,

Evan Beasley



Add a note – 300 characters

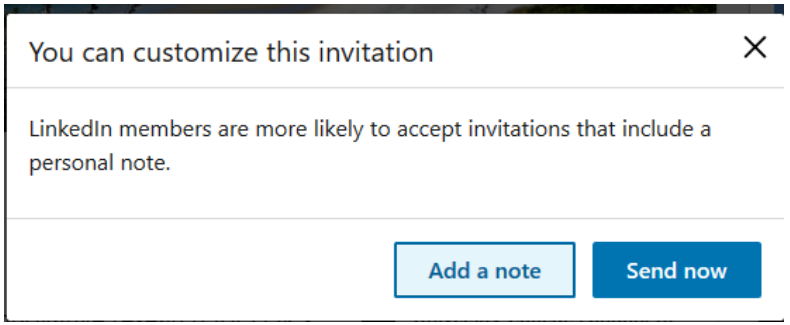
Connect

Dear Samantha

I found your profile on the Association of Professional Women page and wanted to reach out to discuss potentially working together. I'm a social media strategist with six years of experience and currently seeking new opportunities.

Looking forward to hearing from you,

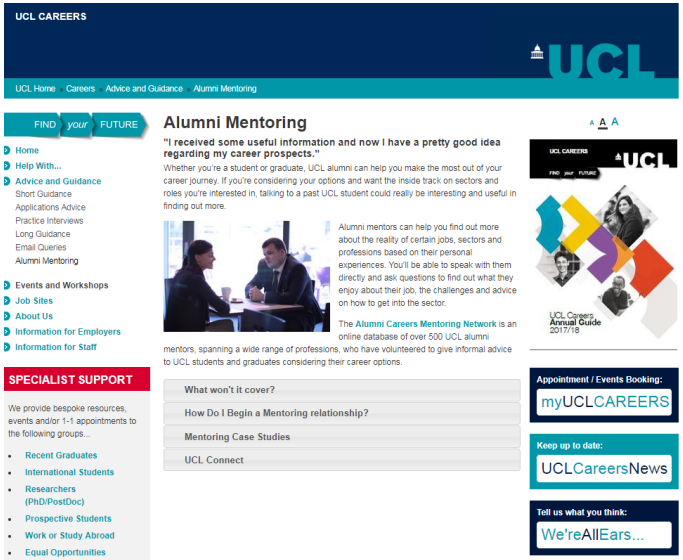
Kendra Holloway

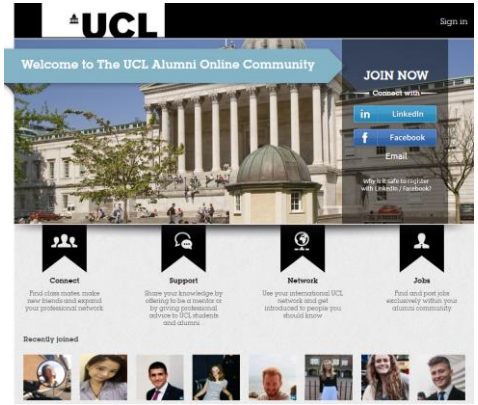


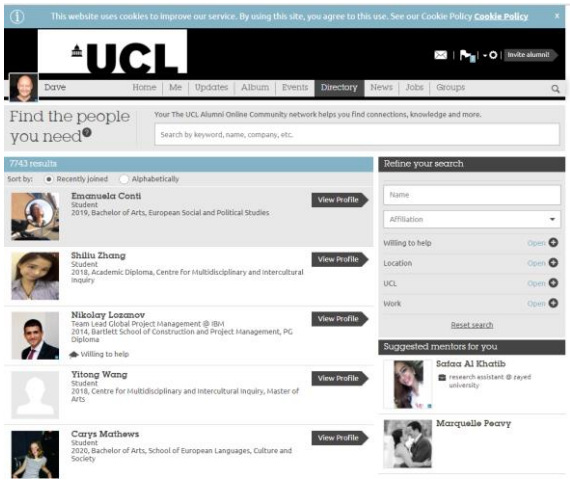
FIND your FUTURE

UCL alumni careers mentoring

https://www.ucl.ac.uk/careers/advice/alumnimentoring







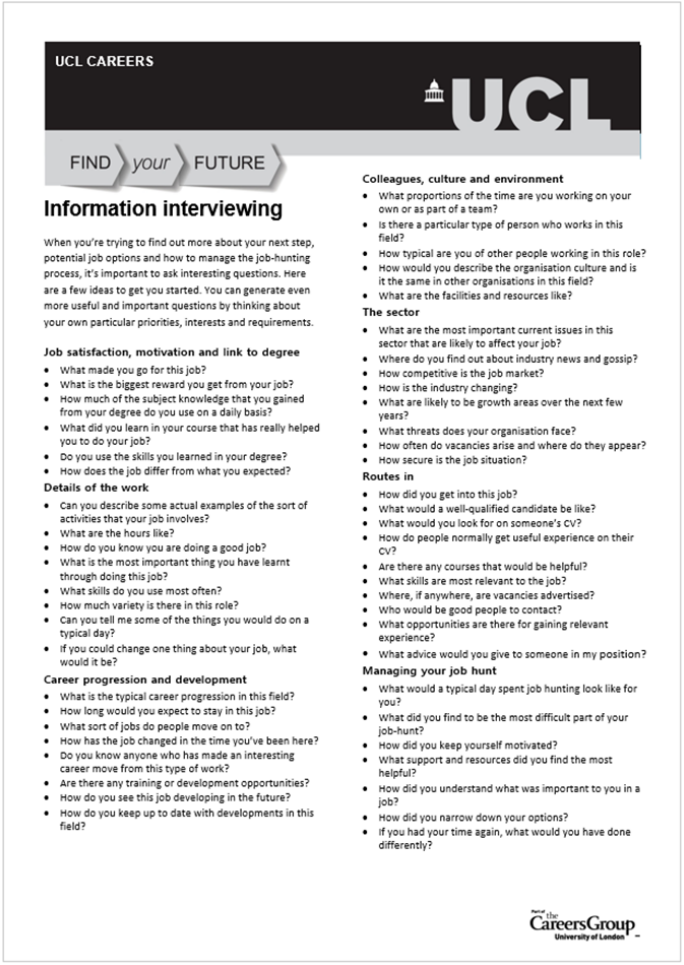
FIND your FUTURE

3

Information interviews:

Key to forging successful connections/ mentors

- **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



UCL CAREERS

UCL

FIND your FUTURE

Information interviewing

When you're trying to find out more about your next step, potential job options and how to manage the job-hunting process, it's important to ask interesting questions. Here are a few ideas to get you started. You can generate even more useful and important questions by thinking about your own particular priorities, interests and requirements.

Job satisfaction, motivation and link to degree

- What made you go for this job?
- What is the biggest reward you get from your job?
- How much of the subject knowledge that you gained from your degree do you use on a daily basis?
- What did you learn in your course that has really helped you to do your job?
- Do you use the skills you learned in your degree?
- How does the job differ from what you expected?

Details of the work

- Can you describe some actual examples of the sort of activities that your job involves?
- What are the hours like?
- How do you know you are doing a good job?
- What is the most important thing you have learnt through doing this job?
- What skills do you use most often?
- How much variety is there in this role?
- Can you tell me some of the things you would do on a typical day?
- If you could change one thing about your job, what would it be?

Career progression and development

- What is the typical career progression in this field?
- How long would you expect to stay in this job?
- What sort of jobs do people move on to?
- How has the job changed in the time you've been here?
- Do you know anyone who has made an interesting career move from this type of work?
- Are there any training or development opportunities?
- How do you see this job developing in the future?
- How do you keep up to date with developments in this field?

Colleagues, culture and environment

- What proportions of the time are you working on your own or as part of a team?
- Is there a particular type of person who works in this field?
- How typical are you of other people working in this role?
- How would you describe the organisation culture and is it the same in other organisations in this field?
- What are the facilities and resources like?

The sector

- What are the most important current issues in this sector that are likely to affect your job?
- Where do you find out about industry news and gossip?
- How competitive is the job market?
- How is the industry changing?
- What are likely to be growth areas over the next few years?
- What threats does your organisation face?
- How often do vacancies arise and where do they appear?
- How secure is the job situation?

Routes in

- How did you get into this job?
- What would a well-qualified candidate be like?
- What would you look for on someone's CV?
- How do people normally get useful experience on their CV?
- Are there any courses that would be helpful?
- What skills are most relevant to the job?
- Where, if anywhere, are vacancies advertised?
- Who would be good people to contact?
- What opportunities are there for gaining relevant experience?
- What advice would you give to someone in my position?

Managing your job hunt

- What would a typical day spent job hunting look like for you?
- What did you find to be the most difficult part of your job-hunt?
- How did you keep yourself motivated?
- What support and resources did you find the most helpful?
- How did you understand what was important to you in a job?
- How did you narrow down your options?
- If you had your time again, what would you have done differently?

the CareersGroup University of London

Making connections

- By having an accepted ‘connection’ with other LinkedIn users, you can:
  - See their full profile
  - Contact them directly using LinkedIn ‘Inmail’
    - unlimited message length (unlike initial connection request)

Personalised connection messages

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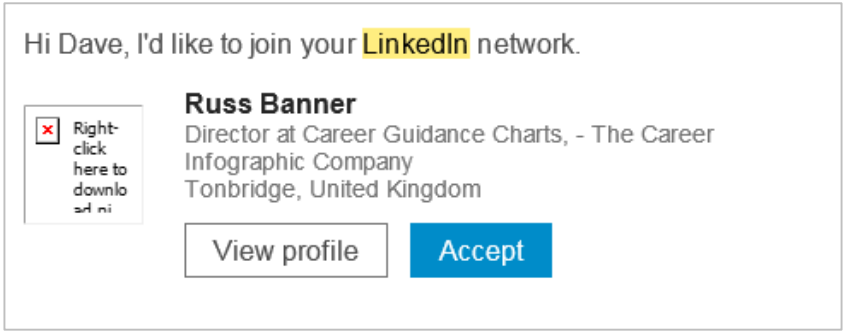
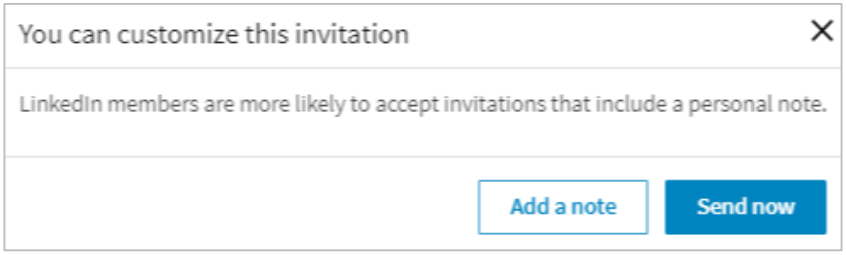




Dear Dave

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.

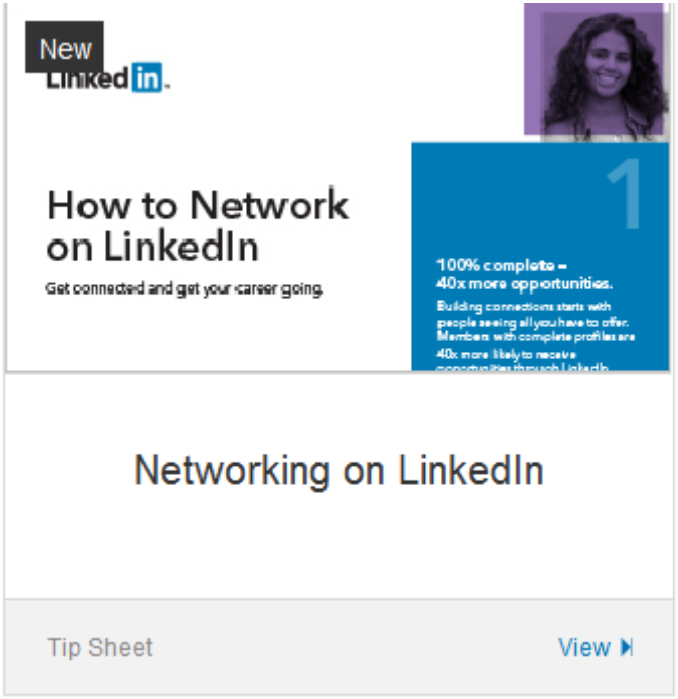
I have an interview with the Careers Group shortly and wondered if I might be able to pick your brains on what you consider to be some of the strengths of the organisation.

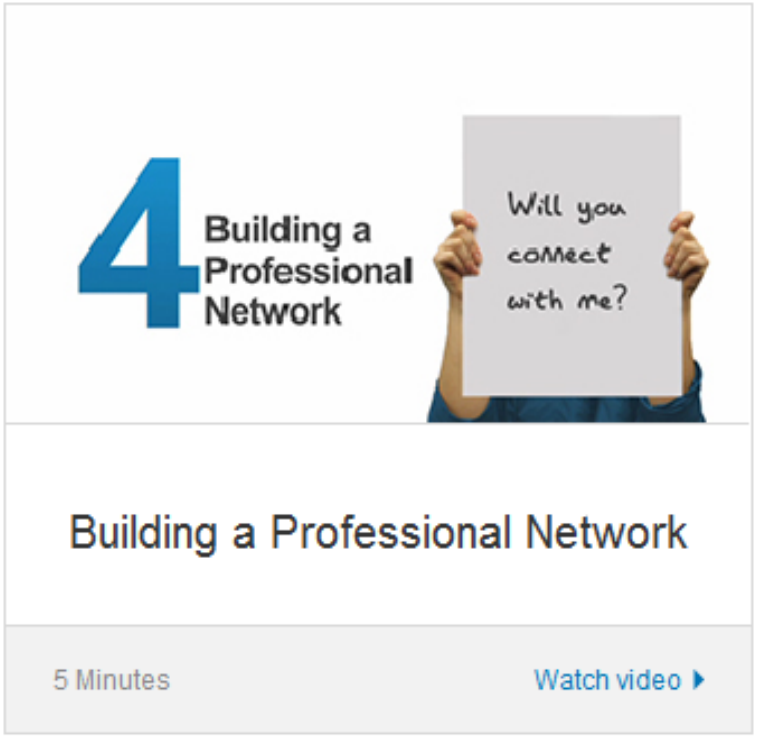
Am hoping we might connect so we could discuss further.

Kind regards

FIND *your* FUTURE

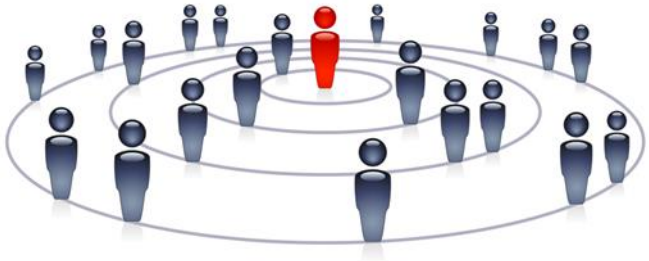
Building a professional network on LinkedIn https://students.linkedin.com/uk





Hands-on LinkedIn exercises

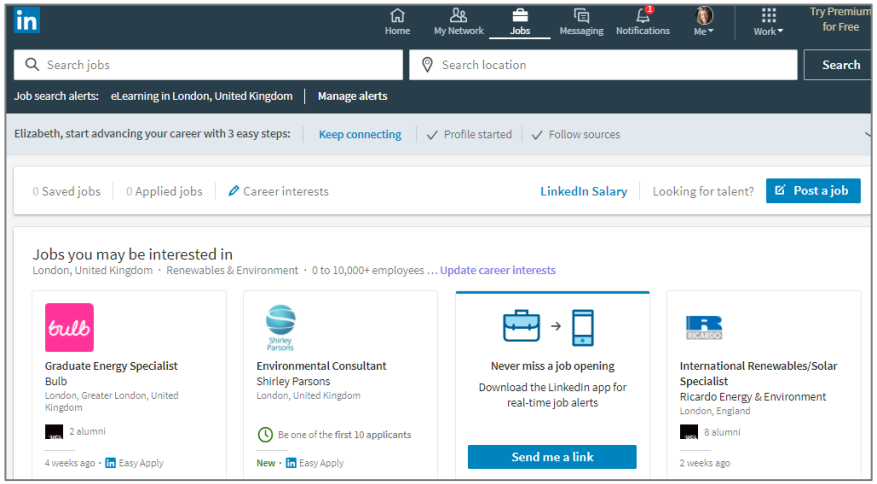
- Tasks 3 and 4
- Build up your list of contacts by connecting with them:
  - Allows you to view their full profile (if you don't already have permission)
  - You can then subsequently contact them using 'LinkedIn Inmail' (allows you to write long-form messages)
  - Personalise connect messages
    - Course facilitator – search 'Sally Brown+ UCL'



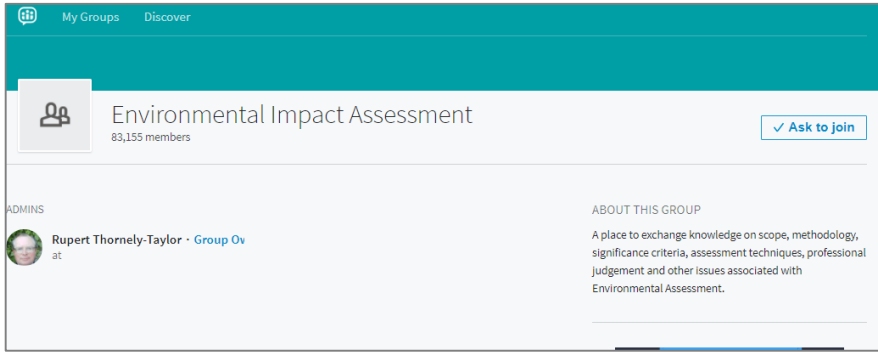
Make LinkedIn work for you

5

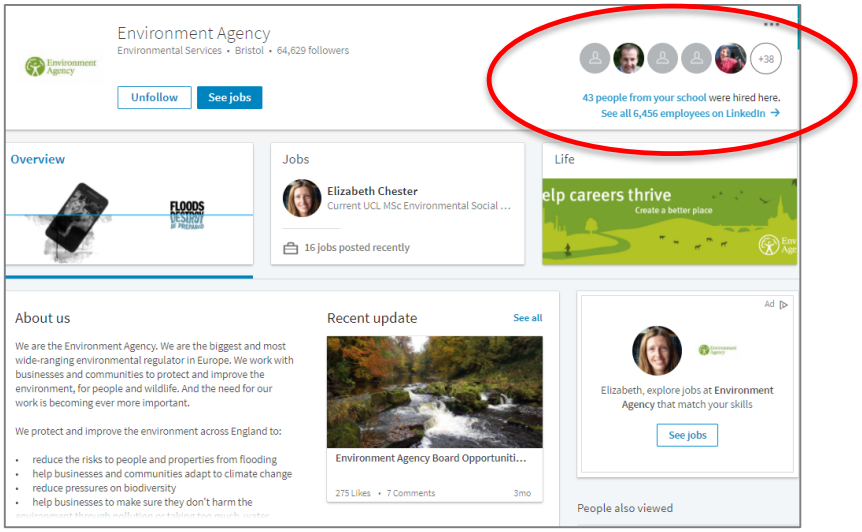
Use the job search facility



Join Groups

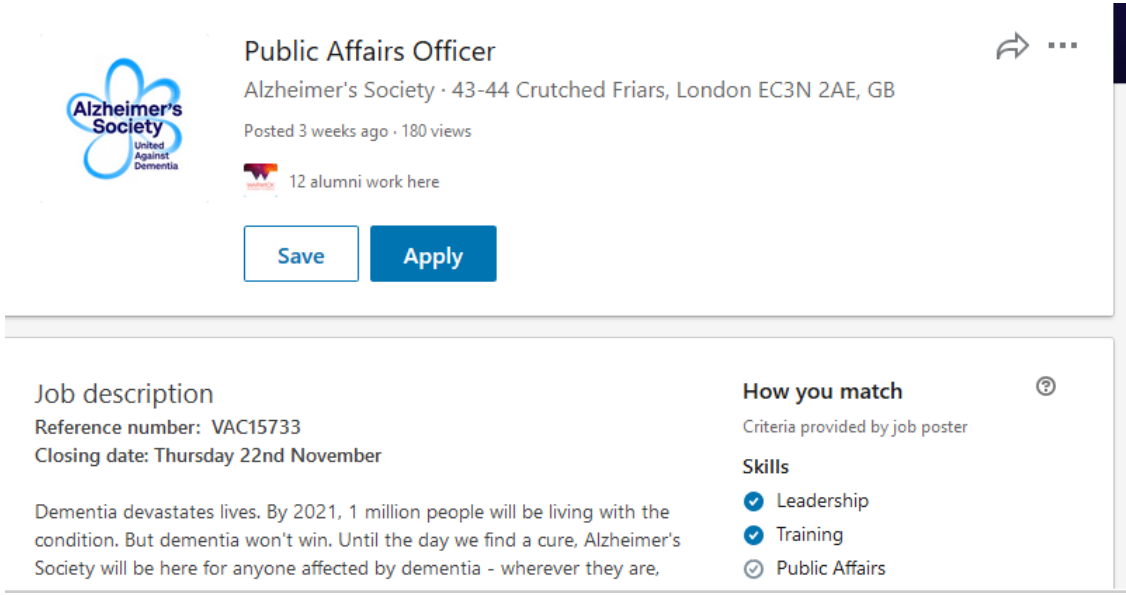


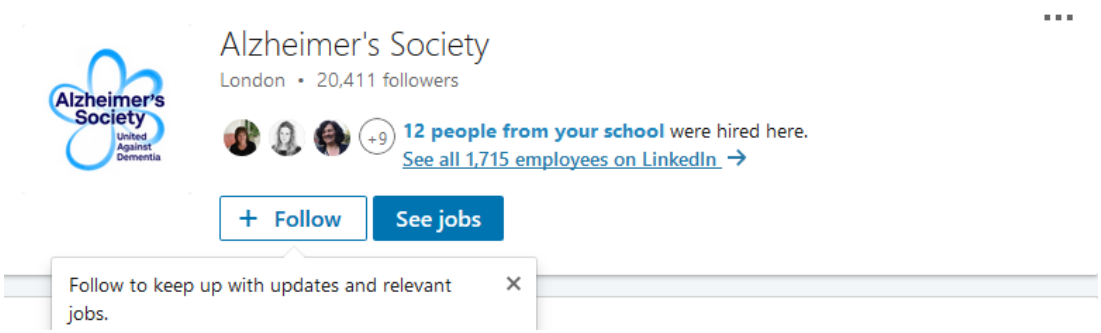
Follow Companies



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)
- Utilise the LinkedIn alumni tool/ UCL Careers mentoring database
- Keep up to date on the industry/ organisation news/info and opportunities