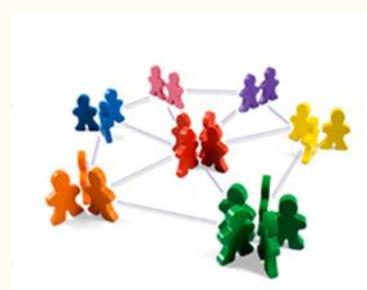


While you're waiting.....



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.

HOW MUCH DO YOU KNOW?

In relation to LinkedIn/ social media:

- How do imagine recruiters typically use social media within their recruitment activity?
- As a job seeker, what are the ways it could be useful in conducting a job search?
 - Any personal experience?

STOP THERE

UCL Career essentials

Linkedin - Sourcing opportunities and raising your profile

Dave Carter - UCL Careers

Oliver Shinkten – LinkedIn Learning



Career Essentials

Talks, Workshops and eLearning Search 'UCL Careers Essentials')

Careers Consultant-led information and interactive sessions designed for all students and recent grads, no matter where they are in their careers thinking.

Lunchtime talks, workshops and groupwork

- Improve your CV
- An introduction to the graduate job market
- Your future and how to work towards it
- Find and fund a PhD
- Writing effective applications
- Succeeding at interviews
- Using social media with impact

Careers Essentials Online (pre-enrolled moodle course)

- Pre-enrolled moodle course
- 6-module, video-based eLearning courses



Slides and recordings

Search 'UCL Career Essentials'

UCL CAREERS

Home | Explore your options | Find opportunities | Prepare to apply | Information for employers | About us | Resources | myUCLCareers

- Home
- Explore your options
- Find opportunities
- Prepare to apply
- Information for employers
- About us
- Resources
 - A-Z directory
 - Careers library
 - E-Learning
 - Case studies
 - Events recordings
 - Departmental
 - Alumni mentoring
 - myUCLCareers

[UCL Home](#) / [UCL Careers](#) / [Resources](#) / [Events recordings](#) / [Career Essentials](#)

Career Essentials

For each Career Essentials session in the programme, we aim to provide a mix of Lecturecast recordings, pdf files of the slides and / or any additional resources / handouts that were given out.

In addition to accessing these resources, we would recommend checking our events programme for forthcoming Career Essentials talks, (use the 'Event type' filter to search for Career Essentials or register to receive event updates by email as below).

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

Your future and how to work towards it (Career decision-making)

[Lecturecast \(current student access\)](#) | [presentation slides \(pdf download\)](#) | [additional handouts](#)

Understanding the graduate job and postgraduate study market

[Lecturecast \(current student access\)](#) | [presentation slides \(pdf download\)](#)

Sourcing jobs and work experience

[Lecturecast \(current student access\)](#) | [presentation slides \(pdf download\)](#)

Effective networking - make the most of the UCL Careers fairs

[Lecturecast \(current student access\)](#) | [presentation slides \(pdf download\)](#) | [additional handouts](#)

What we'll look at today

Content

1. The importance of personal branding
2. What is LinkedIn and 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/ video-based learning/ discussion/ structured exercises/

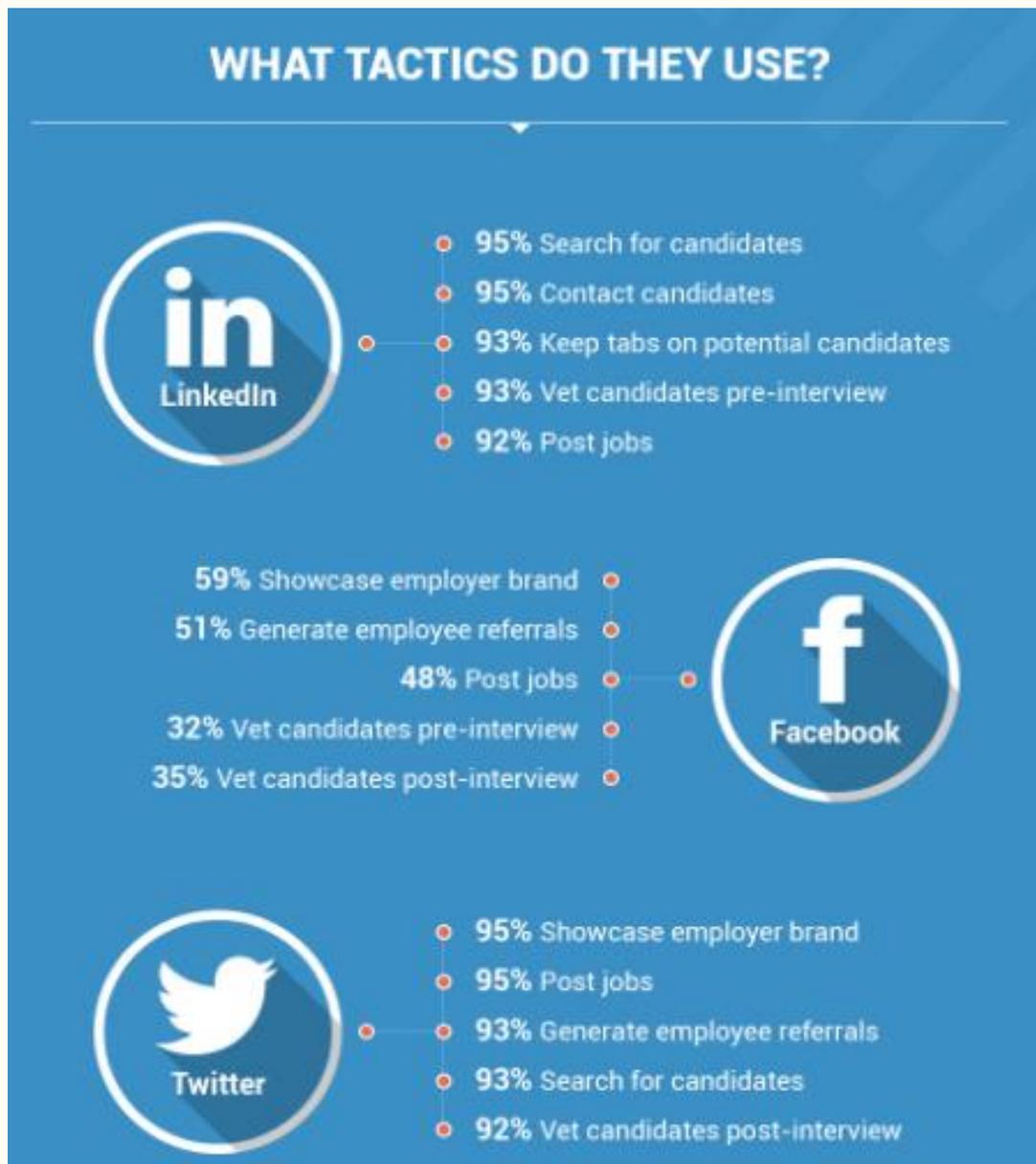
How much do you know?



In relation to LinkedIn/ social media:

- How do you imagine recruiters typically use social media within their recruitment activity?
- As a job seeker, what are the ways it could be useful in conducting a job search?
 - Any personal experience?

How do employers use social Media?



Source: *Jobvite survey of recruiters*

LinkedIn 'recruiter'



[LinkedIn recruiter video](#)

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/>

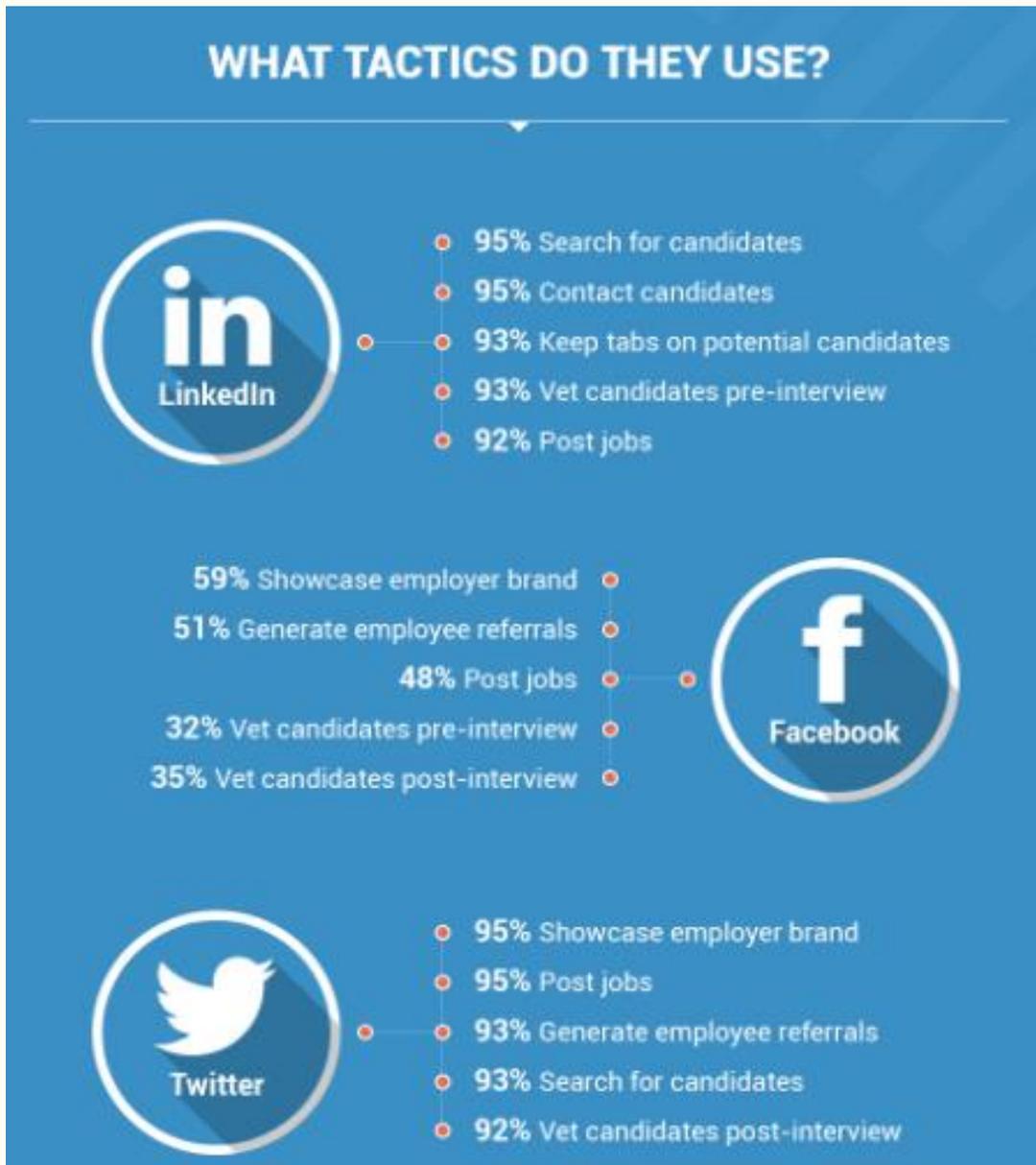
I appreciate that this is most likely not of interest but I wanted to get in touch to see if you know of anyone who may be interested in the role at all?

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

With best wishes
Mark

Mark Holleran
+44 2476 151587 | m.holleran@searchhigher.com

How do employers use social Media?



Source: *Jobvite survey of recruiters*

Personal Branding



Personal Branding

- What happens when you google yourself?
 - If nothing returned with just your name, 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?



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)

Share    

bdonline.co.uk Tuesday 07 May 2013

Home News Buildings Technical **Comment** Business Sustainability

Editorials Columnists Debate Latest reader comments [Blogs](#) Letters Boots

[HOME](#) >> [COMMENT](#) >> [BLOGS](#) >>

Making it big

3 May 2013 | By Fatema Eandall

 PRINT  EMAIL  SHARE     COMMENT  SAVE

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 realise that an architect is much more than a designer. As well as having the ability to visualise a three-dimensional structure in the mind, they need to be aware of its construction procedure and requirements.

Personal Site

Welcome to my blog



Join My Club

Join My Discussion

Powered by WordPress

Hands on: LinkedIn lab

Personal branding



Social media in the language of fruit



I'm eating a #grape



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?



Snap of my fruit face!



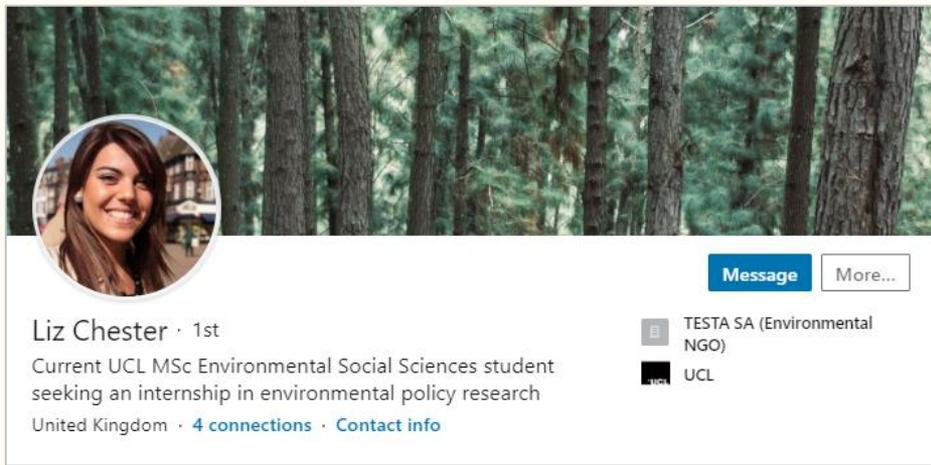
LinkedIn

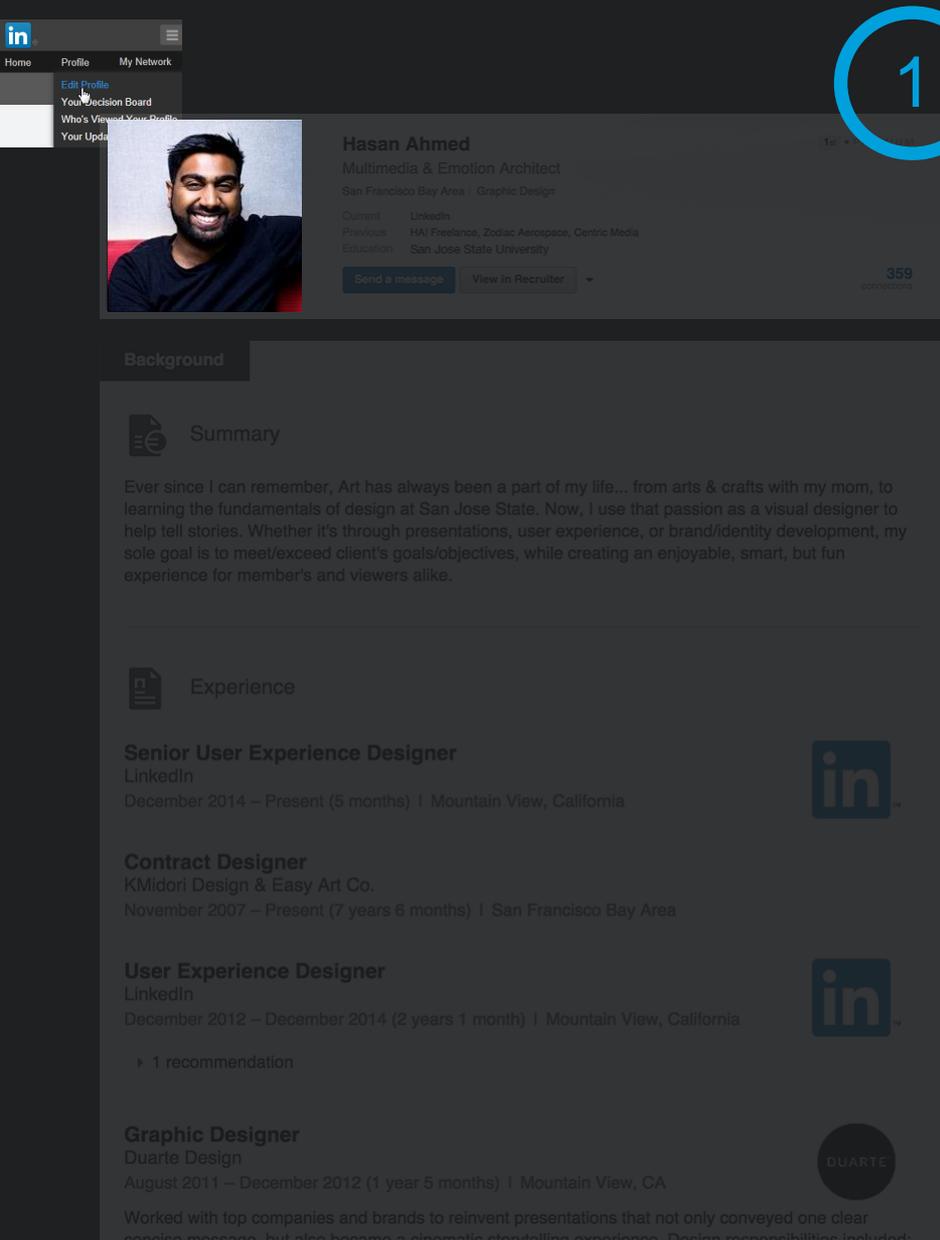


- My **skills** include apple picking
- I'm **qualified** in banana peeling
- I **work** in the fruit industry
- I'm **interested in** the future of fruit freshness
- I'm **connected** to fruit growing experts
- Here's a **video / photo / recipe** for a smoothie
- Here's my **blog** about the best fruit 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?





Add a professional photo

14x

More views with a profile photo than without (silhouette)

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

Be alone

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

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

LinkedIn 'recruiter'



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/>

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

Focus on 'tangible' skills

DON'T use generic 'buzzwords'

- Extensive experience
- Innovative
- Motivated/ dynamic
- Results-oriented
- Proven track record
- Team player
- Problem solver
- Entrepreneurial

DO refer to specific and tangible skills and knowledge

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

Projects, Multimedia and Skills

Media (2)



Elizabeth Chester
Interview



The effects of deforestation in
South America.pptx

Accomplishments +

2 Languages v

French • Spanish

1 Project ^

UCL Research methods project ✎

Jun 2017 – Sep 2017

Environmental effects of UK Migration on the infrastructure of London's East End research and analysis: compiled a questionnaire and analysed around 200 'in-person' and telephone interview responses. Utilised complex statistical techniques (SPSS) to analyse data as well as creating excel-based pivot tables and graphs. Incorporated supporting results into a 40- page dissertation report on issues relating to immigration.

Skills

Top Skills

- 2** NGOs + 
- 1** International Relations + 
- 1** Development Studies + 
- 1** Microsoft Office + 
- Arabic +

Elizabeth also knows about...

Spanish +

Portuguese +

Politics +

Geography +

Economics +

Volunteer Training +

Non-profits +

Analytics +

SPSS +

Flag to recruiters your availability and careers interests

Profile of Dave Carter, Senior Careers Consultant at The Careers Group, University of London. The profile includes a circular profile picture, a blue header with a network diagram, and a bio section. The bio section is highlighted with a red box and contains the text: "Open to job opportunities", "Career Consultant, Career Specialist and E-learning Developer roles", "See all details", and "Only recruiters".

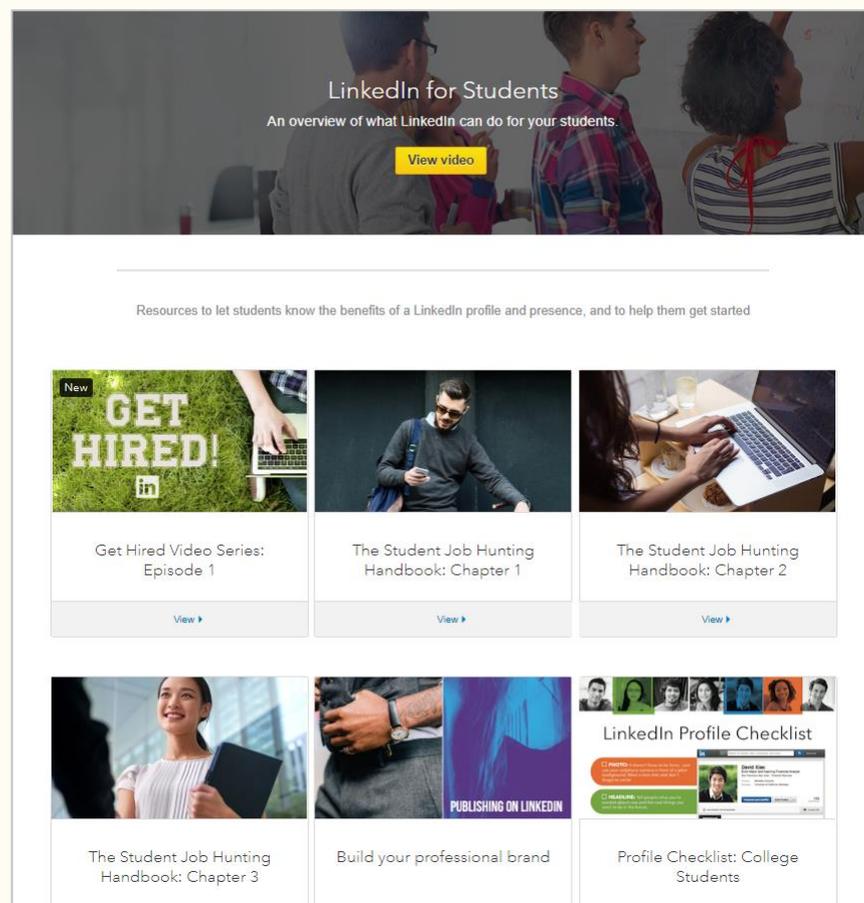
Dialog box titled "Edit job preferences" with a close button (X) in the top right corner. It contains several sections for configuring job preferences:

- Job titles ***: Three selected tags: "Career Consultant ✓", "Career Specialist ✓", and "E-learning Developer ✓". An "Add title +" button is below.
- Job locations ***: One selected tag: "London, England Metropolitan Area ✓". An "Add location +" button is to the right.
- Job types**: A list of checkboxes:
 - Full-time
 - Contract
 - Part-time
 - Internship
 - Volunteer
 - Temporary
 - Remote

At the bottom, there is a visibility selector: "Only recruiters ▲" and a "Save" button.

Building your professional brand: User guidelines

- Search 'linkedin for students'
 - <https://students.linkedin.com/uk>



The screenshot shows the 'LinkedIn for Students' landing page. At the top, there is a header with the text 'LinkedIn for Students' and 'An overview of what LinkedIn can do for your students.' Below this is a yellow 'View video' button. The main content area is titled 'Resources to let students know the benefits of a LinkedIn profile and presence, and to help them get started'. It features a grid of six resource cards:

- Get Hired Video Series: Episode 1**: Includes a 'New' badge and a 'View' button.
- The Student Job Hunting Handbook: Chapter 1**: Includes a 'View' button.
- The Student Job Hunting Handbook: Chapter 2**: Includes a 'View' button.
- The Student Job Hunting Handbook: Chapter 3**: Includes a 'View' button.
- Build your professional brand**: Includes a 'View' button.
- Profile Checklist: College Students**: Includes a 'View' button.

LinkedIn learning – Search ‘UCL LinkedIn

LinkedIn Learning

A huge range of video tutorials supporting learning in software, creative and business skills – all free to UCL staff and currently enrolled students.

UCL has now migrated our Lynda.com content to the LinkedIn Learning platform. You can find out more on the Digital Education team blog.

[Log in to LinkedIn Learning](#)

[Other digital learning opportunities](#)

Great features on LinkedIn Learning

- **Manage** information in your personal profile
- **Over 6,000 courses** supporting learning in software, creative and business skills
- **Keep track** of your course history and recent activity
- **Bookmark** your favorite courses, tutorials, and specific points within movies
- **Earn** certificates of course completion
- **Download** content to watch offline using the app on your mobile

Gaining skills with LinkedIn Learning



Watching: Welcome

From the course: Learning LinkedIn for Students

530 2,642

Learning LinkedIn for Students

with **Oliver Schinkten**

0:04 / 1:06

1x

LinkedIn Learning – Personalise headline

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. Recent position as marketing co-ordinator of UCL European society along with customer service experience.

Task 1

- 20 minutes – Edit your ‘profile’ using the worksheet:
 - Headline
 - Add key skills
 - Specify careers interests
 - Begin to complete your profile



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

Privacy

How others see your LinkedIn activity

Profile viewing options

[Change](#)

Choose whether you're visible or viewing in private mode

[Full profile](#)

Manage active status

[Change](#)

Choose who can see when you are on LinkedIn

Share job changes, education changes, and work anniversaries from profile

[Change](#)[No](#)

Choose whether your network is notified

Notifying connections when you're in the news

[Change](#)

Choose whether we notify people in your network that you've been mentioned in an article or blog post

[Yes](#)

Mentions or tags by others

[Change](#)

Choose whether other members can mention or tag you

[Yes](#)

Make the most of LinkedIn

Take control of your job search

Linkedin Careers mentoring



- UCL MSc Economics leaver struggling to find work within financial services
- had used LinkedIn purely for sourcing advertised job roles

After a one-to-one careers appointment:

- improved LinkedIn profile, used the LinkedIn UCL alumni tool and researched alumni profiles 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 lots 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, one of his contacts advised him about an opportunity not publically advertised
 - researched, company, sector and interviewers on linkedin

Offered position as Reinsurance strategist

The power of Connecting with others

People love talking about themselves and what they do and many might be far more willing to help than you might imagine...

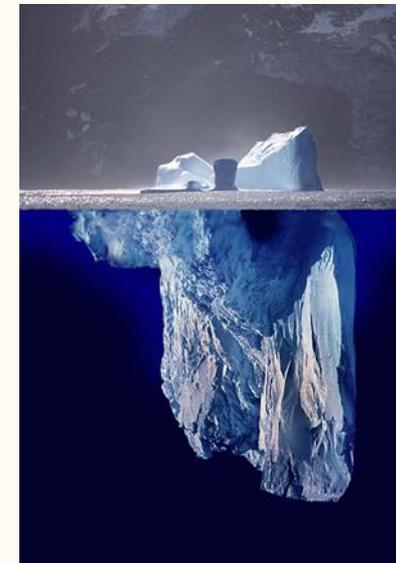
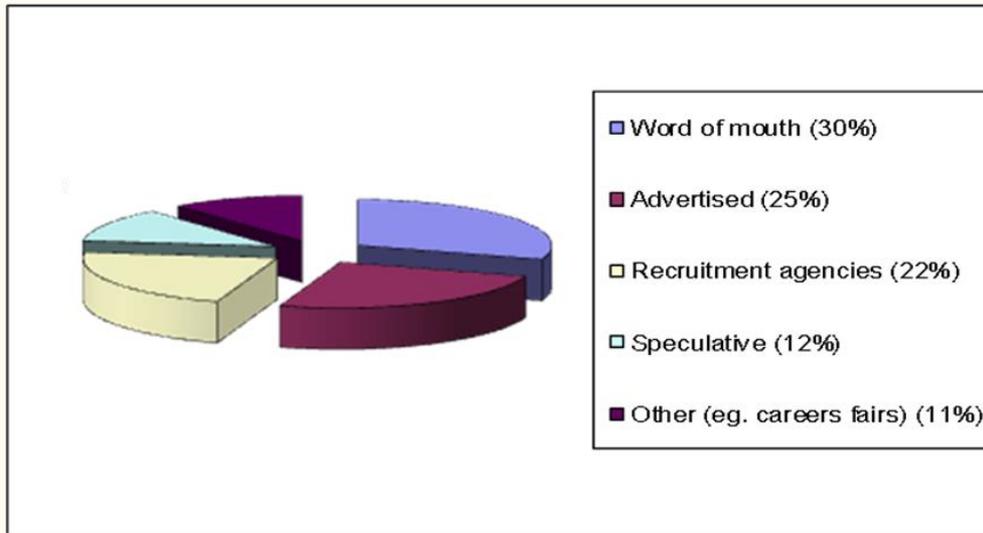
Start connecting

Take control:

The power of connecting with others

- **Knowledge:** Gain more insight about:
 - what jobs you could do with your degree
 - what working in an industry/ job role/ company might be like
- **Career paths:** find out how a connection got where they are. Could help in making decisions about e.g. necessity of PG study etc.
- **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*

Information interviews:

Key to forging successful connections/ mentors

- **Carry out job ‘research’ as opposed to job ‘search’**
 - 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

Asking the right questions

Interviewing the 'job'

Questions to find the answers to.....

Junior



- What does a typical day look like?
- What projects have you worked on?
- What have been some of the highlights of your experience so far?
- What aspects of the job do you enjoy? What do you enjoy less?
- What are the biggest challenges?
- How did you decide that this role was for you?

More experienced



- How is the industry changing – what will be some of the biggest future challenges for the organisation?
- What are likely to be some of the growth areas in the sector over the next few years?
- What is the role of a partner in the organisation?
- Could you tell me more about your background?
- What do you value about working at X?

Making Connections

Watching: Connect with people on LinkedIn
From the course: **Learning LinkedIn for Students**

534 2,657

Chrome File Edit View History Bookmarks People Window Help

Zachary Heilyn | LinkedIn

Secure | <https://www.linkedin.com/in/zacharyheilyn/>

Search

Home My Network Jobs Messaging Notifications Me Work Try Premium for free

Zachary, get set up to advance your career in 3 easy steps: Find connections Follow sources Profile started

Zachary Heilyn
Marketing student at Orange Valley University. Passionate about digital marketing.
KinetEco Solar, Inc • Orange Valley University
Santa Barbara, California • 0 connections

Add new profile section

Edit public profile & URL

Add profile in another language

Connect with co-workers
Learn more about who they are.

Add your position

0:02 / 7:18 I'm currently a junior at Orange Valley University pursuing a degree in business marketing with an emphasis on digital marketing and social media. Over the past semester, I've had experience as an intern at KinetEco, Inc., a

See connections if Messaging 1x

Personalised messages

Hi Dave, I'd like to join your **LinkedIn** network.



Russ Banner
Director at Career Guidance Charts, - The Career Infographic Company
Tonbridge, United Kingdom

[View profile](#) [Accept](#)

You can customize this invitation ✕

LinkedIn members are more likely to accept invitations that include a personal note.

[Add a note](#) [Send now](#)

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.

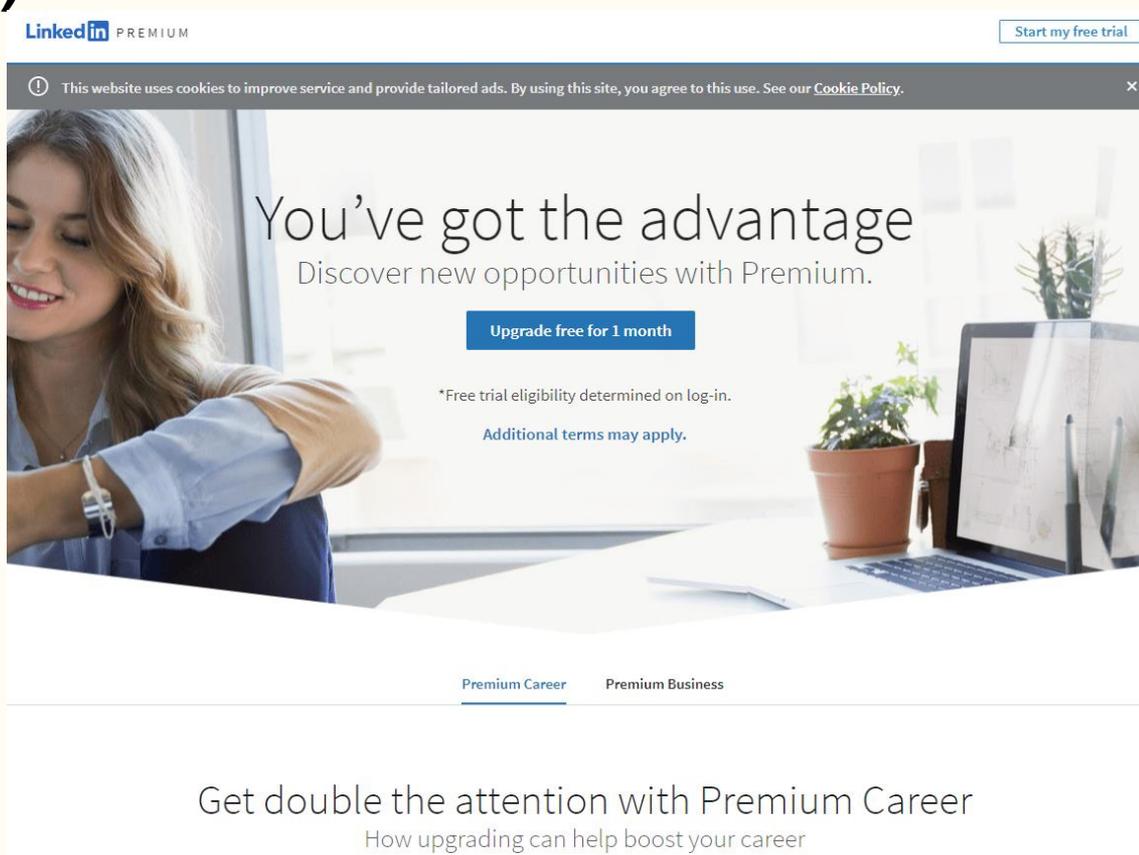
Kind regards

Task 3: Getting connected

- Request connections with 2 people on this course
- Request connection with someone outside of this course
- Request connection with course facilitator (but send a personalised message)
 - Search 'Dave Carter + UCL'

FIND *your* FUTURE

LinkedIn premium (free for 1 month)



LinkedIn PREMIUM [Start my free trial](#)

! This website uses cookies to improve service and provide tailored ads. By using this site, you agree to this use. See our [Cookie Policy](#). X

You've got the advantage

Discover new opportunities with Premium.

[Upgrade free for 1 month](#)

*Free trial eligibility determined on log-in.
Additional terms may apply.

[Premium Career](#) [Premium Business](#)

Get double the attention with Premium Career
How upgrading can help boost your career

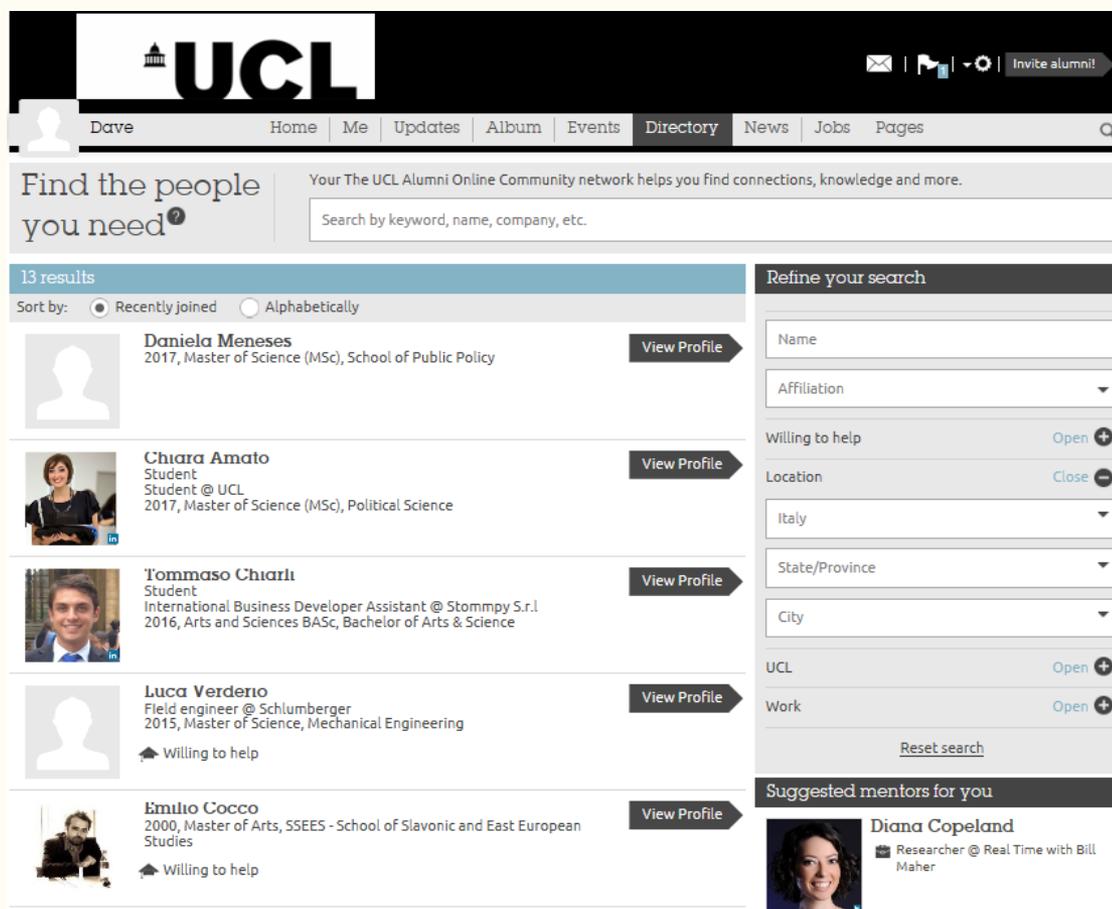


The power of alumni

FIND *your* FUTURE

UCL Alumni careers mentoring platform

<http://www.ucl.ac.uk/careers/resources/mentoring>



The screenshot displays the UCL Alumni careers mentoring platform interface. At the top, there is a navigation bar with the UCL logo and a search bar. Below the navigation bar, there is a section for finding people you need, with a search box and a description: "Your The UCL Alumni Online Community network helps you find connections, knowledge and more." The search results are displayed in a list format, showing 13 results. The results are sorted by "Recently joined" (selected) and "Alphabetically". The list includes profiles for Daniela Meneses, Chiara Amato, Tommaso Chiarli, Luca Verderio, and Emilio Cocco. Each profile includes a photo, name, and a "View Profile" button. On the right side, there is a "Refine your search" section with various filters: Name, Affiliation, Willing to help (Open +), Location (Close -), Italy, State/Province, City, UCL (Open +), Work (Open +), and a "Reset search" button. At the bottom, there is a "Suggested mentors for you" section, showing a profile for Diana Copeland, a Researcher @ Real Time with Bill Maher.

Contact potential mentors in specific countries/ sectors for assistance

Search 'UCL Alumni LinkedIn'

UCL Disruptive thinking since 1826. #MadeAtUCL

London, Greater London · 164,500+ alumni · 290,601 followers

London's global university

5,398 people from your school were hired here

See all 17,953 employees on LinkedIn →

Visit website ↗

Following

Home
About
Jobs
Alumni
Ads

164,500 alumni

Start year End year

Search alumni by title, keyword or company

< Previous Next >

Where they live	Where they work
112,703 United Kingdom	5,321 UCL
70,569 London, United Kingdom	556 EY
14,920 United States	511 PwC
5,995 China	498 HSBC

Show more ▾

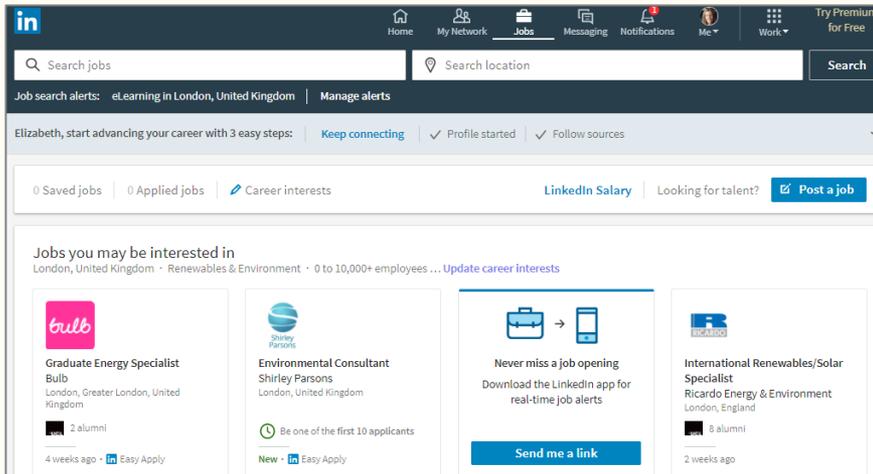
<p>Jienhua Andrew C... · 1st Engineer at Foxconn '18 Chemistry</p>	<p>Liz Chester · You Current UCL MSc Environmental Social Scienc... '20 Environmental Science</p>	<p>Chizhou Tang · 2nd Logistics Specialist at Alibaba Buyers Operation Team '18 Human Geography</p>	<p>Joséphine Courtois · 2nd Programme Management Intern at UN Environment '17 Management Science</p>
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Task 4: Using alumni for job 'research' and 'profile-raising'

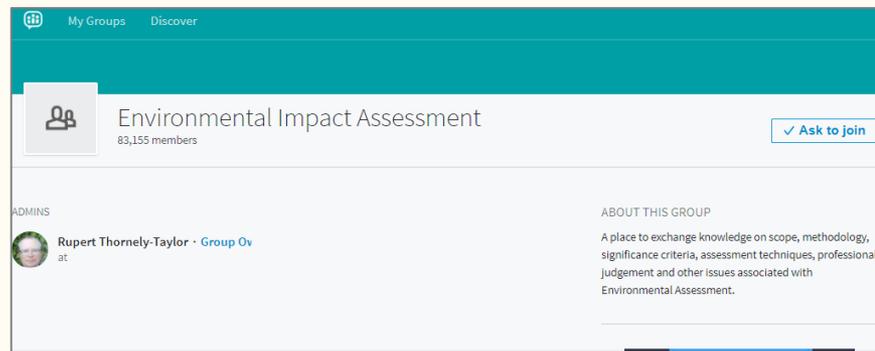
- Explore the alumni tool
- How many alumni who studied History work at the British Museum?

FIND *your* FUTURE

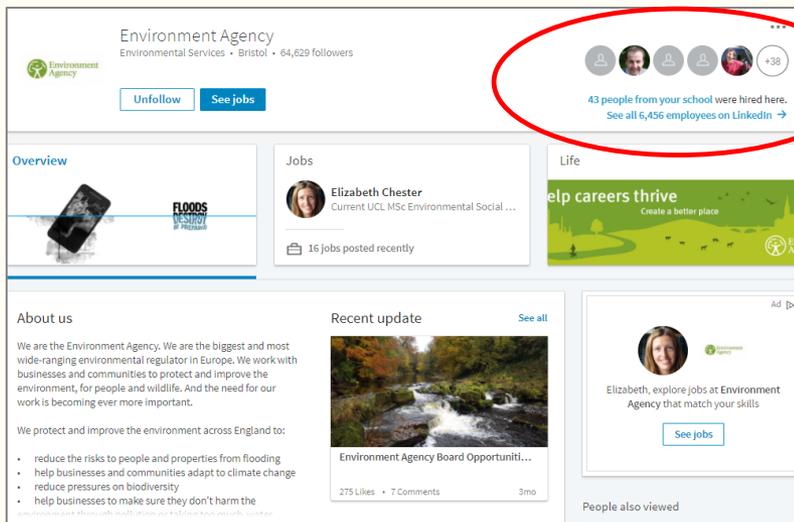
Make LinkedIn work for you



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

Presentation slides available

<https://www.ucl.ac.uk/careers/resources/elearning>

How to Make the Most of your Summer Internship/Work Experience

[Lecturecast \(current student access\)](#) | [presentation slides](#) | [Information interviewing questions](#) | [SMART Action planning template](#) | [SMART action planning example](#)

Improve your CV

[Lecturecast \(current student access\)](#) | [presentation slides](#) | [additional handouts](#)

Interview Success

[Lecturecast \(current student access\)](#) | [presentation slides](#)

LinkedIn: Raising your Profile and Sourcing Opportunities

[Presentation slides](#)

Career Essentials

Talks, Workshops and eLearning

Careers Consultant-led information and interactive sessions designed for all students and recent graduates, no matter where they are in their careers thinking.



Lunchtime talks 1-2pm:

- Improve your CV
- An introduction to the graduate job market
- Your future and how to work towards it
- Find and fund a PhD
- Writing effective applications
- Succeeding at interviews
- Using social media with impact



Careers Essentials Online (pre-enrolled moodle course)

- Pre-enrolled moodle course
- 6-module, video-based eLearning courses

Central 1to1 coaching

Current students:

- CV/ Application coaching - 20 minutes (Mon – Fri)
- Short guidance – 20 minutes (Mon – Fri)
- Long guidance – 60 minutes on referral from short guidance
- Interview coaching – 60 minutes (***on condition 'real' employer interview***)

Booking

- Online: up to 7 days in advance: MyUCLCareers account
- By phone: (call 020 3549 5900 after 9.30am)/ in person – Student Central/ 4th floor.