LinkedIn for Academics:
Networking via LinkedIn During a Job Search

Engineering Online Learning
February 22, 2022

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What is Networking?

Connecting — Is what happens when you **meet** someone

Networking — Is what happens when you **follow-up** with someone

Goal of Networking?

- Meet new **professionals** in the field
- Meet representatives from **companies or industries**
- Learn from people about the professional world

**NOT:** To get an internship, job, or reference!
What is an Informational Interview?

Learn first-hand from those working in the field.

- Informal opportunities to speak to professionals currently working in a field or company of interest to you.
- Knowledge gained from an informational interview is not usually accessible online.
- **Not** a job interview and the focus is not to learn about job openings.
Identify Professionals
Begin a list of names of potential contacts.

- **WHY** is it important to meet this person?
- **HOW**? What strategies would you use to identify potential contacts?

### Networking Contacts

<table>
<thead>
<tr>
<th>Contacts you <strong>already know</strong></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Email</td>
<td>Why Connect?</td>
<td>Strategies to connect/meet?</td>
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<table>
<thead>
<tr>
<th>Contacts you <strong>WOULD like to meet</strong></th>
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Applicant Tracking Systems (ATS)

- Industry recruiters analyze data
- Key words
- Cost-effective
- Upload “ugly” resume
- Transcribe recorded interview for keywords

Hiring is a Research-Based Decisions

- Data analytics and algorithms are used to identify the most qualified candidates
- **Workday** includes an Applicant Tracking System

Graduate College
LinkedIn = Applicant Tracking System

- 95% of recruiters use LinkedIn regularly
- 756M (675M 02/03/2020) LinkedIn Users Worldwide
  - 185M LinkedIn Users in United States
- 57M Companies on LinkedIn with 15M open job listings
- 55% Increase in conversations on LinkedIn in 2020
- 3 People hired on LinkedIn every minute
- 3M Users share content weekly

Updated: -2/10/2022
Applicant Tracking System (ATS) Data Report

- Stars based on keyword usage and answers to questions in the application
- Employers will focus on ATS output before clicking on your resume
- Salary expectations over halfway = candidate that is asking for more money than they can pay
- Your education is summarized into a statistic, employers can’t even see your major
A **Professional Title** will be searched
NOT Graduate Assistant or Postdoc

**Skills:** LinkedIn and Resume need to MATCH
Headline

Use Key Words - Who are you?
• Personally / Professionally
• Skills
• What do you want professionally? (titles)
Great Profile – Keywords

When connecting, write a note why?
Include Work Experience

Iowa State University
4 yrs 8 mos

Botany Graduate Research Assistant
Aug 2014 – Present · 4 yrs 8 mos
Ames, IA

- Traveled domestically and internationally to collect data
- Applied for appropriate collection permits for domestic and international localities
- Awarded grant to fund bark-papery and printmaking research project
- Presented grant proposal, and proposal, on-going, and completed research projects at over 25 venues
- Analyzed and interpreted data sets with R and JMP statistical software
- Wrote 2 manuscripts for publication in peer-reviewed journal
- Invited speaker to teach floral morphology, dichotomous keys, and techniques for gro... See more

Principles of Biology Graduate Teaching Assistant
Feb 2017 – Dec 2017 · 11 mos
Ames, IA

- Taught lab component of Principles of Biology course to approximately 70 students across 3 class sections
- Topics included enzymes, cell respiration, photosynthesis, and plant and animal physiology
- Guided student groups with their development and execution of a plant hormone rese... See more

Greenhouse/Nursery/Bareroot Attendant
Iowa Greenhouse

Update Education

Education

Iowa State University
Doctor of Philosophy - PhD, Horticulture, Ethnobotany, Botany
2014 – 2019
Activities and Societies: McNair Graduate Student Mentor, GMAP Symposium Planning Committee, Graduate Student Horticulture College Emerging Leadership Academy

University of Wisconsin-Stevens Point
Bachelor of Science - BS, Botany & Ethnobotany
2009 – 2014
Activities and Societies: UWSP Chapter Society of Ethnobiology, Center for the Small City, MANRRS

University of Limerick
2011 – 2012
Semester abroad

Reverse Chronological
• Current degree first
• Leadership Activities (Volunteer also)
• Graduate Assistantships belong in Experience
• May list Postdoc positions
Add Skills & Endorse Skills

- Add Transferrable & Technical Skills – **15 Skills** minimum
- Add skills from job descriptions

Skills & endorsements

- **Python**
  - 27
  - Endorsed by Priyanka Bhandary (mutual connection)
  - LinkedIn Skill Assessment badge

- **Public Speaking**
  - 1
  - Endorsed by Priyanka Bhandary (mutual connection)

- **Bioinformatics**
  - 19
  - Endorsed by Antony Chapman, PhD and 1 other mutual connection
  - Endorsed by 2 of Sagnik’s colleagues at Jadavpur University
  - Endorsed by 2 of Sagnik’s colleagues at Iowa State University
Ask for Recommendations

1st degree connection

Debanjana Chatterjee
Architectural Designer, Assoc. AIA | Urban and Environmental Planner, Assoc. APA | Researcher | Freelance Designer (III)

Recommendations

Received (10)  Given (7)

ULYA SABEEL
Network Security & AI Researcher
February 10, 2021, ULYA worked with Debanjana in different groups
I have known Debanjana since 2013 and have worked with her at Amity University for 4 years. During my acquaintance with her, I found her to be dedicated and hard working. She has a methodical and self-motivated approach to solve problems. Her personality and creativity earn my highest recommendation.

Thomas Leslie
Morrill Professor in Architecture, Iowa State University
January 18, 2020, Thomas was Debanjana’s teacher
I'm very pleased to recommend Debanjana based on her work as a student in Iowa State’s M.Arch. program and as a teaching assistant. In studio and class she has been diligent, thoughtful, and produced excellent work in the design and technology coursework I've been involved with.
Make Recommendations

Must be requested by Individual wanting the recommendation

Manage recommendations

Received (14)   Given (23)

James L. Butler
Police Sergeant, Adjunct Watch Commander
Second Watch Patrol at Des Moines Police Department
January 8, 2021, Karin managed James L. directly

I initially hired Jim to teach as an adjunct instructor at Upper Iowa University in 2006. He initially taught criminal justice classes and helped develop classes for the new Emergency and Disaster Management major. Jim has maintained his work as an adjunct faculty member at Upper Iowa, long past my tenure at UIU.

Jim was always a reliable and professional instructor. His students appreciated his “real world” examples and his continued mentorship, beyond their time in his class. Jim would be an excellent professional to work in many roles. I would recommend him highly for his thoroughness, timeliness, and collaborative communication style.
Job Search by title, keyword, location...

Iowa State Postdoc Openings – Workday Jobs
Search “Post Doc”
Job Seeking Preferences

Job seeking preferences
Privacy controls for job seeking activity on LinkedIn

Job application settings
Choose what information LinkedIn saves when you submit applications

Sharing your profile when you click Apply
Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply

Commute preferences
Set commute times and get job recommendations based on your preferences

Signal your interest to recruiters at companies you've...
Next Steps...

• Practice Interviewing – Behavioral Interviews
• Prepare to Negotiate
Graduate College Career Services

Recordings Available

- Resume (recording available)
- CV, Cover Letter
- Career Self-Assessment
- LinkedIn (recording available)
- Networking (recording of alumnus available)
- Interview (“Tell us about yourself” – recording available)
- Job Negotiation

Email Gradcareers@iastate.edu to request webinar links
Graduate College Career Services

Graduate & Postdoc Career Support

1:1 Coaching, Group Presentations, Webinars:
Resumes, CV’s, Interview Skills, LinkedIn, etc.

Karin Lawton-Dunn

Graduate College Careers Office website or calendar
Graduate Career Office Email: gradcareers@iastate.edu

LinkedIn: https://www.linkedin.com/in/karinlawtondunn
ISU Career Fairs - https://www.career.iastate.edu/career-fairs/
ISU Academic College Career Services - Careers Services

Thank you for attending today!
To schedule an appointment or questions, email Karin Lawton-Dunn at gradcareers@iastate.edu

Feel free to reach out to me for any questions regarding networking, career planning, LinkedIn, etc. I would be happy to assist you or refer you to someone that can help you.
Please Complete Workshop Evaluation
Change URL

Click

Public profile settings
You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren’t signed in to LinkedIn will see all or some portions of the profile view displayed below.

Edit your custom URL
Personalize the URL for your profile.
www.linkedin.com/in/karinlawtondunn

Edit Content
This is your public profile. To edit its sections, update your profile.

Edit Visibility
You control your profile’s appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.
If you have added a LinkedIn creator card to your profile, then unselecting Public or hiding photos, headline, summary, or articles & activity will remove this feature from your profile.

Your profile’s public visibility
On

Iowa State University
Content: Posting & Sharing

IOWA STATE UNIVERSITY
Privacy & Settings - Visibility

Visibility of your profile & network
Make your profile and contact info only visible to those you choose

Profile viewing options
Choose whether you’re visible or viewing in private mode

Profile viewing options
Choose whether you’re visible or viewing in private mode

Select what others see when you’ve viewed their profile

Your name and headline
Karin Lawton-Dunn (she/her/hers)
Career Coach | Mentor | LinkedIn Strategist | Graduate and Postdoctoral
Ames, Iowa | Higher Education

Private profile characteristics
Someone in the Higher Education industry from Des
## Graduate College Career Services

<table>
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<tr>
<th>Academic Careers</th>
<th>Industry Careers</th>
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<td>• Skills, interests, and values assessments</td>
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<td>• Résumé</td>
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<td>• Informational Interviews</td>
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<tr>
<td>• Teaching/Research Experience</td>
<td>• Industry Experience - Internship</td>
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<tr>
<td>• Professional Development</td>
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Graduate College Careers Office

- **Individual Consultations** (Graduate Students & Postdocs)

- **Student/Scholar Organizations, Faculty Seminars, or Workshops**
  (15 min – 2 hours)

**Career Topics:**

- Graduate/Postdoc Career Planning
- Resume/CV
- LinkedIn
- Networking
- Informational Interviews
- Mock Interviews
- Negotiation
- Social Media
- International Student Needs
- Individualized Programming