

# IOWA STATE UNIVERSITY

Graduate College

## **LinkedIn for Academics:** Networking via LinkedIn During a Job Search

Engineering Online Learning  
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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

Contacts you <b>already know</b>			
Name	Email	Why Connect?	Strategies to connect/meet?

Contacts you <b>WOULD like to meet</b>			
Name	Email	Why Connect?	Strategies to connect/meet?



# Applicant Tracking Systems

## Hiring is a Research-Based Decisions

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

## Applicant Tracking Systems (ATS)

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

# 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

Applicant ID	Profile Icon	Phone	Salary	Education	Resume	Received	Email	Progress Notes	Calendar	Mark
[Redacted]	[Redacted]	[Redacted]	\$ 20/32 [244]	★	[Redacted]	09-Feb-16 15:00	[Redacted]	Add Notes	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	\$ 31/32 [243]	★★★	[Redacted]	09-Feb-16 14:05	[Redacted]	Add Notes	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	\$ 27/32 [221]	★★★★★	[Redacted]	14:20	[Redacted]	Add Notes	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	\$ 31/32 [243]	★★★★★	[Redacted]	13:36	[Redacted]	Add Notes	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	\$ 31/32 [243]	★★★★★	[Redacted]	09-Feb-16 13:36	[Redacted]	Add Notes	[Redacted]	[Redacted]

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

# Recruiter View

A Professional Title

will be searched

NOT Graduate Assistant or Postdoc

Skills:

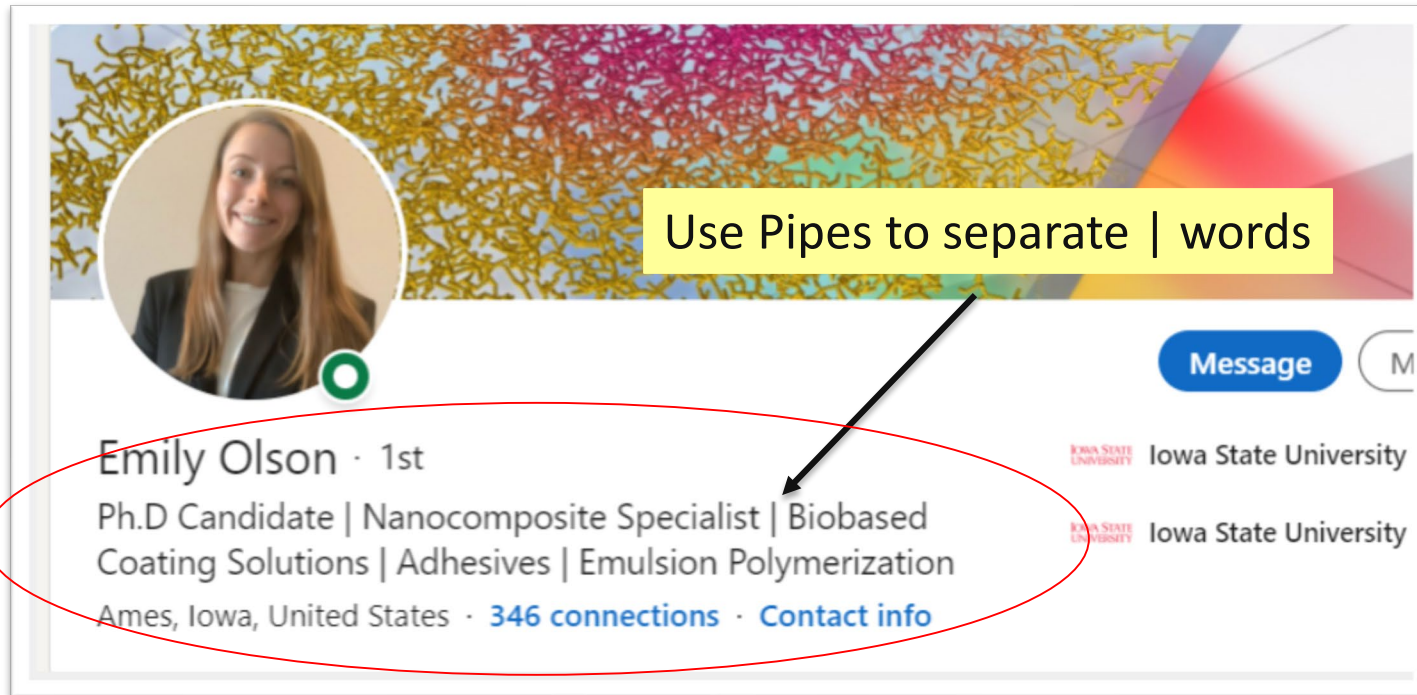
LinkedIn and Resume  
need to MATCH

The screenshot shows the LinkedIn Recruiter interface. At the top, there is a search bar with the text "Start a new search...". Below the search bar, there are several filter sections: "Showing results for" (with a dropdown menu), "Job title" (with a dropdown menu and a search input field containing "Project Manager"), "Locations" (with a dropdown menu and a search input field containing "Greater Chicago Area"), "Skills" (with a search input field containing "Business strategy" and "Analytics"), "Companies" (with a dropdown menu and a search input field containing "Google, Facebook, Evernote, LinkedIn, Ocu..."), and "Education" (with a dropdown menu and a search input field containing "Northwestern University" and "DePaul University").

On the right side of the interface, there are statistics: "1K total candidates", "71 have company connections", and "230 engaged your firm". Below these statistics, there is a section for "230 results • Sorted by relevance". The first result is for "Kenneth Rai 1st", who is a Project Manager at LinkedIn. The second result is for "Eileen Silverman 3rd", who is a Senior Project Manager at Victorian Automotive Chamber. The third result is for "Aubrey Macky 2nd", who is an Engineering Project Manager at Trunk Club. A red box highlights the "5 Shared connections" and "Recruiting activity" for Eileen Silverman.



# Headline



Use Pipes to separate | words

Emily Olson · 1st  
Ph.D Candidate | Nanocomposite Specialist | Biobased Coating Solutions | Adhesives | Emulsion Polymerization  
Ames, Iowa, United States · [346 connections](#) · [Contact info](#)

Message M

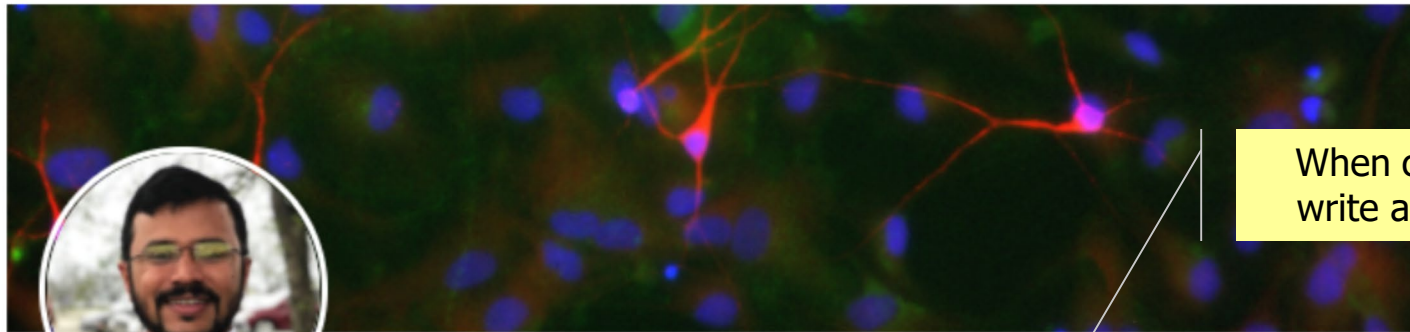
IOWA STATE UNIVERSITY Iowa State University  
IOWA STATE UNIVERSITY Iowa State University

Use Key Words - Who are you?

- Personally / Professionally
- Skills
- What do you want professionally? (*titles*)



# Great Profile – Keywords



When connecting, write a note why?

Message More...

Vivek Lawana · 1st  
Study Director | Scientist | Toxicologist | Medical Device |  
Peer-Mentor | Leader | Communicator | Life-long Learner  
Minneapolis, Minnesota, United States · **500+ connections** ·  
[Contact info](#)

American Preclinical Services, LLC  
 Iowa State University

### Highlights

**93 mutual connections**  
You and Vivek both know Arpa Ghosh, Roshan Kulkarni, and 91 others



**You both worked at Iowa State University**  
You both worked at Iowa State University from August 2012 to December 2018

[Say hello](#)



# Include Work Experience

IOWA STATE  
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## 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 c
- Applied for appropriate collection permits for domestic and international localities
- Awarded grant to fund bark-papermaking 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

- Professional Title
- Key Words, Action Verbs, Accomplishments, and Skills
- MUST Match Resumes & CV
- #’s, %’s, \$

# Update Education

## Education

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### Iowa State University

Doctor of Philosophy - PhD, Horticulture, Ethnobotany, Botany

2014 – 2019

Activities and Societies: McNair Graduate Student Mentor, GMAF 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)


 Endorsed by 2 of Sagnik's colleagues at Jadavpur University


 LinkedIn Skill Assessment badge

### + Public Speaking · 1

 Endorsed by Priyanka Bhandary (mutual connection)

### + Bioinformatics · 19

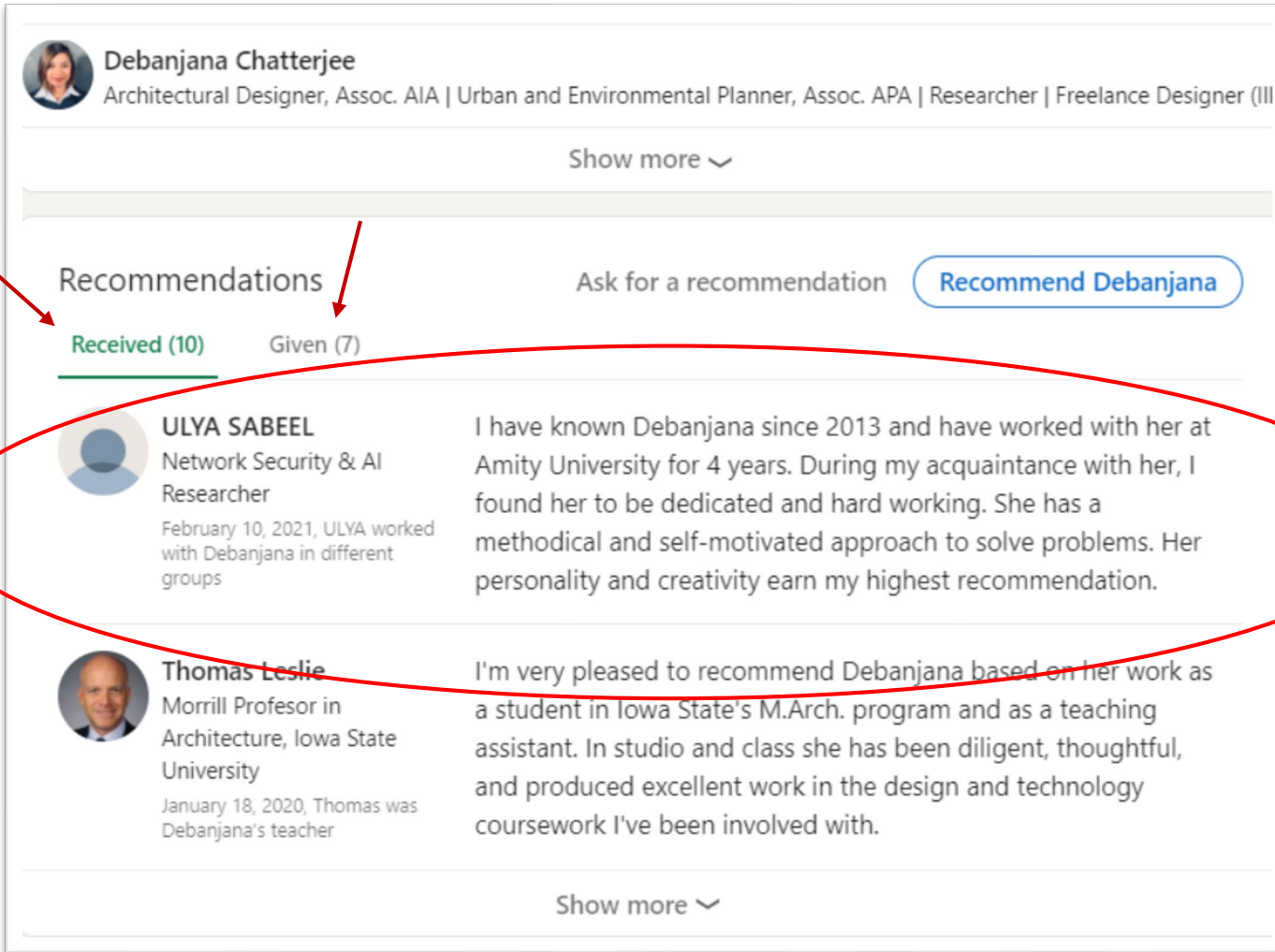
 Endorsed by Antony Chapman, PhD and 1 other mutual connection

 Endorsed by 2 of Sagnik's colleagues at Iowa State University



# Ask for Recommendations

1<sup>st</sup> degree connection



The screenshot shows a LinkedIn profile for Debanjana Chatterjee. At the top, her name and title are listed: "Debanjana Chatterjee, Architectural Designer, Assoc. AIA | Urban and Environmental Planner, Assoc. APA | Researcher | Freelance Designer (III)". Below this is a "Show more" dropdown. The "Recommendations" section is highlighted with a red oval and has two red arrows pointing to it. It includes a "Recommend Debanjana" button and a link to "Ask for a recommendation". Under "Recommendations", there are two tabs: "Received (10)" and "Given (7)". Two recommendations are visible:

- ULYA SABEEL**, Network Security & AI Researcher, who worked with Debanjana in different groups on February 10, 2021. The recommendation text states: "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 Profesor in Architecture, Iowa State University, who was Debanjana's teacher on January 18, 2020. The recommendation text states: "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."

At the bottom of the recommendations section is another "Show more" dropdown.



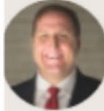


# Make Recommendations

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.

Delete Revise Visible to: Public



# Job Search by title, keyword, location...

The screenshot shows the LinkedIn job search interface. The search bar contains the text "postdoc, immunobiology" and the location is set to "United States". The search button is highlighted with a red circle. Below the search bar, there are several filter buttons: "Jobs", "Date Posted", "Experience Level", "Company", "Job Type", "On-site/Remote", "Easy Apply", and "All filters".

The search results are displayed in a list format. The first result is for a "Postdoctoral Scientist - Martins Lab - Inflammatory Bowel and Immunobiology Research Institute" at Cedars-Sinai in Los Angeles, CA. The second result is for a "Post-Doctoral Researcher-Zhang Lab" at Western Michigan University in Kalamazoo, MI. The third result is for a "Postdoctoral position in the Translational Immunobiology Unit" at the National Institute of Allergy and Infectious Diseases (NIAID) in Bethesda, MD. The fourth result is for a "Postdoctoral Researcher-Biomedical Engineering" at World Maritime University in Parchment, MI.

The detailed view of the first job listing is shown on the right. It includes the job title, location, salary range (\$48,000/yr - \$61,000/yr), full-time status, number of employees (10,001+), and the fact that it is actively recruiting. There are "Apply" and "Save" buttons. A text box at the bottom right of the page contains the text: "Iowa State Postdoc Openings – Workday Jobs Search “Post Doc”".



# Job Seeking Preferences

The main screenshot shows the LinkedIn 'Job seeking preferences' page. On the left is a navigation menu with the following items: Account preferences, Sign in & security, Visibility, Communications, Data privacy, Job seeking preferences (highlighted with a red arrow), and Other applications. The main content area includes sections for 'Job application settings', 'Sharing your profile when you click Apply', 'Commute preferences', and 'Signal your interest to recruiters at companies you've' (circled in red). An inset screenshot shows a mobile menu for Karin Lawton-Dunn with 'Settings & Privacy' circled in red.



## 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](mailto: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](mailto: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](mailto: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.



**Karin Lawton-Dunn (she/her/hers)**

Career Coach | Mentor | LinkedIn Strategist | Graduate and Postdoc Career Skill Developer | Advocate | Ally | #BLM |

Ames, Iowa · 500+ connections

Join to Connect

 Iowa State University

 Iowa State University

 Websites

### Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/karinlawtondunn](https://www.linkedin.com/in/karinlawtondunn) 

### Edit Content

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

[Edit contents](#)

### 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.

[Learn more](#)

Your profile's public visibility

On 





Karin Lawton-Dunn  
(she/her/hers)

Start a post



# Content: Posting & Sharing



Karin Lawton-Dunn  
(she/her/hers)

Career Coach | Mentor | LinkedIn Strategist | Graduate and Postdoc Career Skill Developer | Advocate | Ally | #BEM

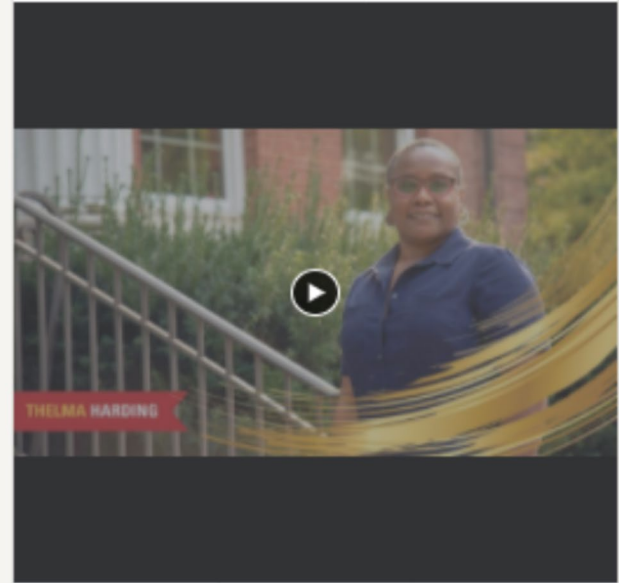
View full profile



Karin Lawton-Dunn (she/her/hers)  
Career Coach | Mentor | LinkedIn Strategist | Graduate and Postdoc Career Skill ...  
1d · 🌐

Congratulations to my colleague, [Thelma Harding](#)! 2020 Faculty Staff Inspiration Award Recipient, Iowa State University; Iowa State Alumni. Thelma is a mentor and inspiration to not only her students but her co-workers across Iowa State. Thank you for your leadership within the Graduate College and Iowa State

[#inspirationalwomen](#) [#leadership](#) [#diversity](#) [#mentor](#) [#underrepresented](#) [#inclusion](#) [#iowastategraduatecollege](#) [#iowastate](#) [#inspirationalleader](#) [#iowastatealumna](#)



Thelma Harding: 2020 Faculty-Staff Inspiration Award Recipient  
youtube.com



Reactions



👍 Like    💬 Comment    ➦ Share    ✉ Send

👁 384 views of your post in the feed

# Privacy & Settings - Visibility

The image shows a screenshot of the LinkedIn 'Privacy & Settings - Visibility' page. On the left is a navigation menu with the following items: 'Account preferences', 'Sign in & security', 'Visibility', 'Visibility of your profile & network', 'Visibility of your LinkedIn activity', 'Communications', 'Data privacy', and 'Advertising data'. The 'Visibility' and 'Profile viewing options' sections are circled in red. The main content area is titled 'Visibility of your profile & network' with the subtitle 'Make your profile and contact info only visible to those you choose'. It contains several sections: 'Profile viewing options' (with a 'Change Full profile' link), 'Story viewing options', 'Edit your public profile', 'Who can see or download your email address', and 'Who can see your connections'. A callout box on the right provides a detailed view of the 'Profile viewing options' section, showing a radio button selected for 'Public' and a dropdown menu set to 'Someone in the Higher Education industry from Des Moines, IA'. The user's profile information is also visible in the callout: Karin Lawton-Dunn (she/her/hers), Career Coach | Mentor | LinkedIn Strategist | Graduate and Postgraduate Student, Ames, Iowa | Higher Education.

**Account preferences**

**Sign in & security**

**Visibility**

Visibility of your profile & network

Visibility of your LinkedIn activity

**Communications**

**Data privacy**

**Advertising data**

Have questions? Visit Help Center

## 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

**Change**  
Full profile

### Story viewing options

Choose whether you're visible or viewing in private mode

### Edit your public profile

Choose how your profile appears to non-logged-in users

### Who can see or download your email address

Choose who can see your email address on your profile or download it in their data export

### Who can see your connections

Choose who can see your list of connections

## 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

Public

**Karin Lawton-Dunn (she/her/hers)**  
Career Coach | Mentor | LinkedIn Strategist | Graduate and Postgraduate Student  
Ames, Iowa | Higher Education

### Private profile characteristics

Private

Someone in the Higher Education industry from Des Moines, IA



# Graduate College Career Services

## Academic Careers

- Skills, interests, and values assessments
- Career Planning
- CV
- Informational Interviews
- Networking
- Teaching/Research Experience
- Professional Development
- Interview Skills
- Negotiation

## Industry Careers

- Skills, interests, and values assessments
- Career Planning
- *Résumé*
- Informational Interviews
- Networking
- Industry Experience - Internship
- Professional Development
- Interview Skills
- Negotiation

# 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

