



UNIVERSITY OF  
LIVERPOOL

Careers and  
Employability

**WE**

**ARE**

**CAREERS AND  
EMPLOYABILITY**

**Liv.DAT  
Networking  
*LinkedIn*  
8<sup>th</sup> March 2022  
Dominique Mansley**



# We will cover:

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- **Understand how to use professional social media accounts to boost your employability**
- Recognising the importance of your persona' brand
- Keeping an active profile
- Networking tips and making meaningful connections
- Using LinkedIn as a research tool





***“Your brand is what people say about you  
when you’re not in the room.”***

**Jeff Bezos**

Explore

Car

# What is a personal brand?

- “A widely-recognised and largely-uniform perception or impression of an individual based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.”
- Aka, the impression you leave

Your personal brand will differentiate you from others

It is the unique combination of skills and experiences that make you, you!



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# Exploring Personal Brands



- What is their personal brand?
- What image do they portray?
- 3 words to sum them up.



# Why you need an online presence

- **Employers use social media to recruit**

58% of employers conduct a social media search to look for information supporting candidate's qualifications or experience for the job role.

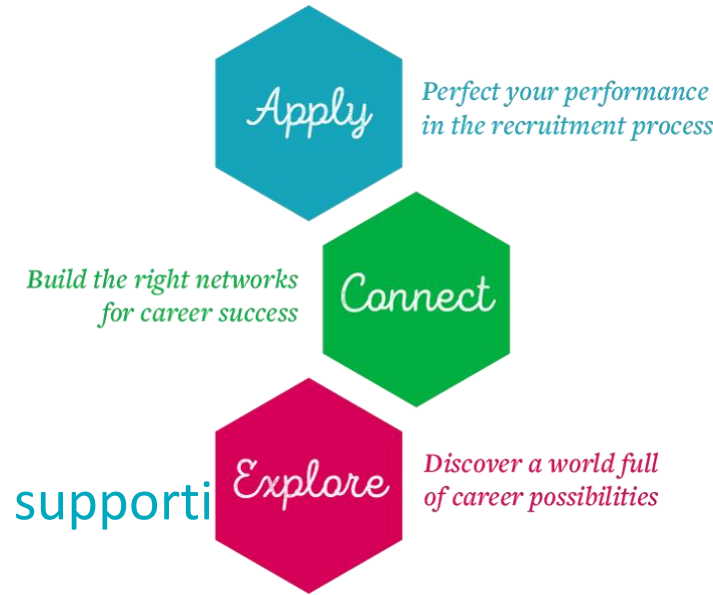
- **They may consider your online presence**

Be prepared to be found on social media – put your best self out there

Only 33% of employers were impressed with the candidate's professional image.

- **You will be researching companies, they will be researching you**

- Over 70% of employers use social and professional networking sites like LinkedIn, Facebook and Instagram to research employees before hiring them.





# Without a brand, potential employers don't know what, or who they are investing in.

## What is the quality like?

- Does the applicant have what we need?

## How do they compare to others?

- What makes them better than other candidates?

## Will they work?

- What is their work ethic?
- Are they skilled to do the job?

## Ethical attributes/values?

- What are their values/motivators?
- How does this compare to ours?

## Are they good value for money?

- If we invest in them, will it pay off?
- What will they bring to the company?

# Identifying your personal brand?



Reflect to identify your brand/ the professional impression you want to leave

## Values

What do you stand for?  
What is important to you?  
What do you care about?

## Unique strengths

What is unique about you?  
What are you're strengths?

## Passion

What are you passionate about?

## Purpose

What are you trying to do/  
achieve in life?

**Put your brand into action!**



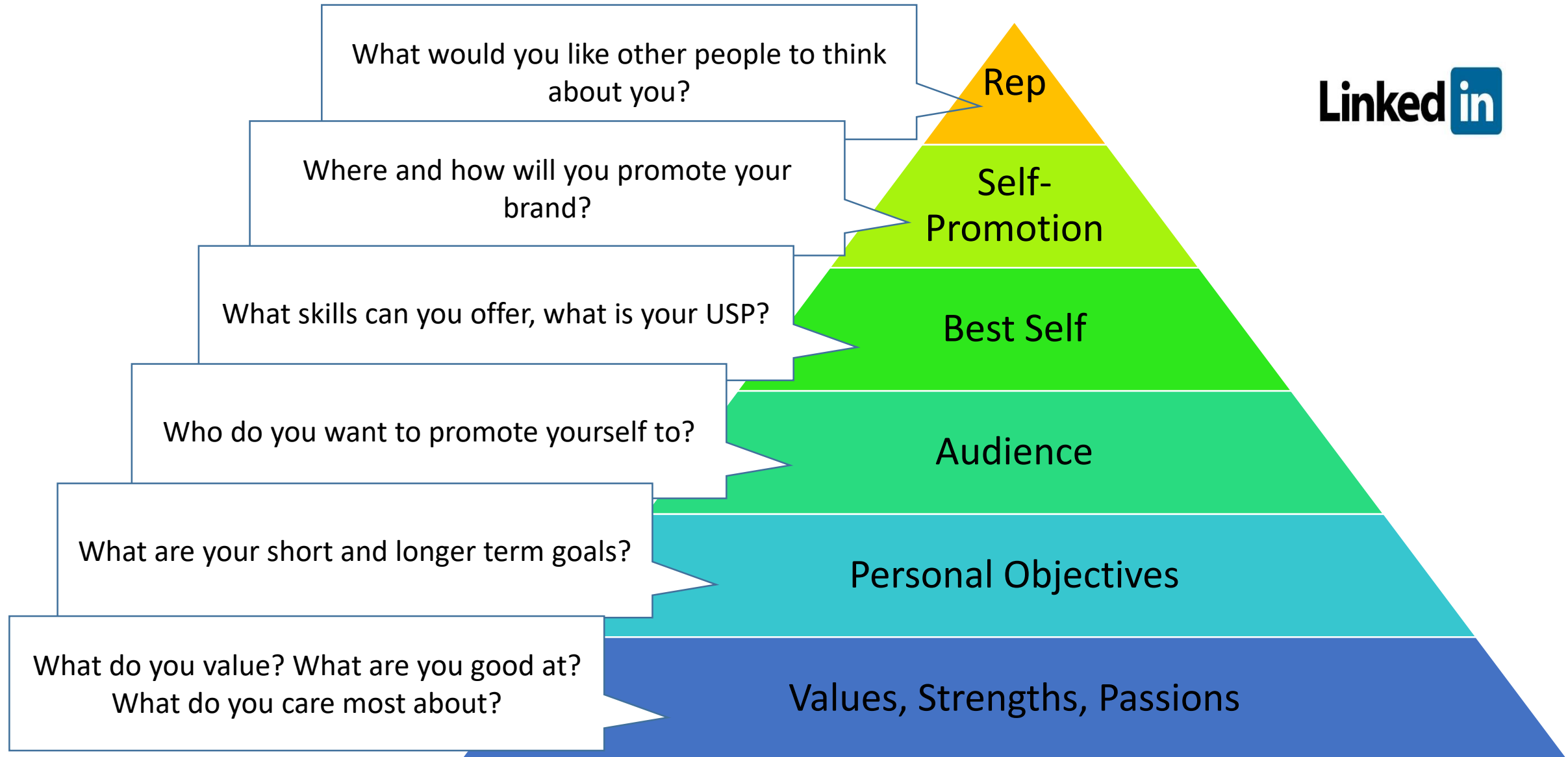
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# Brand Builder- Self Reflection



## You consider the personal brand of others without realising...

*What friend/ family member/ colleague would you turn to in each of the below situations...*

You have finished the final draft of your dissertation and would like someone to proof read it.

You're feeling anxious that you have said something that potentially upset someone and you would like reassurance around the situation.

You have been assigned a group assessment, worth 80% of your overall module. It involves researching a topic and presenting your findings to the full class. You have the freedom to pick your partner – who do you pick?

You have won a free holiday to Ibiza/ New York for yourself and one other person – who are you taking?

Explore

Car

# What tools are out there to help you to get connected?

- Twitter
- LinkedIn
- Alumni - Liverpool Connect
- HandShake



# Check your privacy settings...

One of our very capable (and highly employable!) Student Career Coaches once told me a story about a message he received on social media from a high profile graduate recruiter he had met at a networking event:

The picture?



Google yourself to see what comes up!



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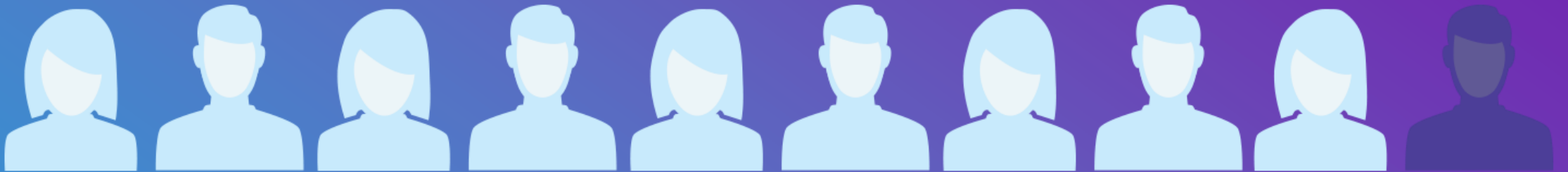
**A profession platform to showcase your experience, skills, expertise, awards, achievements, interests**



**A research tool in  
advance of interviews**

**Can act as a referral – you  
can gain endorsements**

**A tool to build your  
network and connect  
with industry and alumni**



9 out of 10

Company recruiters use LinkedIn

—  
So should you



of hiring managers look at  
profiles to learn about candidate





2

**Photo:**  
where you make your first  
impression

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21X

Profiles with photos get  
21X more views on  
average

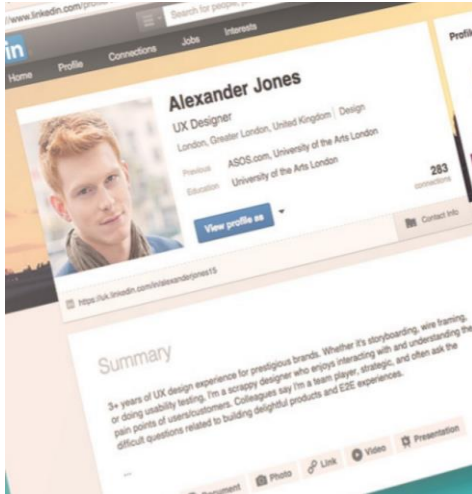
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The shot should be:

- ✓ You alone
- ✓ From shoulders up, smiling
- ✓ With a neutral background

No fancy photographer needed

# Write a headline that stands out...



Keep it interesting...

Aspiring Sustainability Analyst

Sports blogger

President of the Environmental Sciences Society

## ...and a professional profile summary

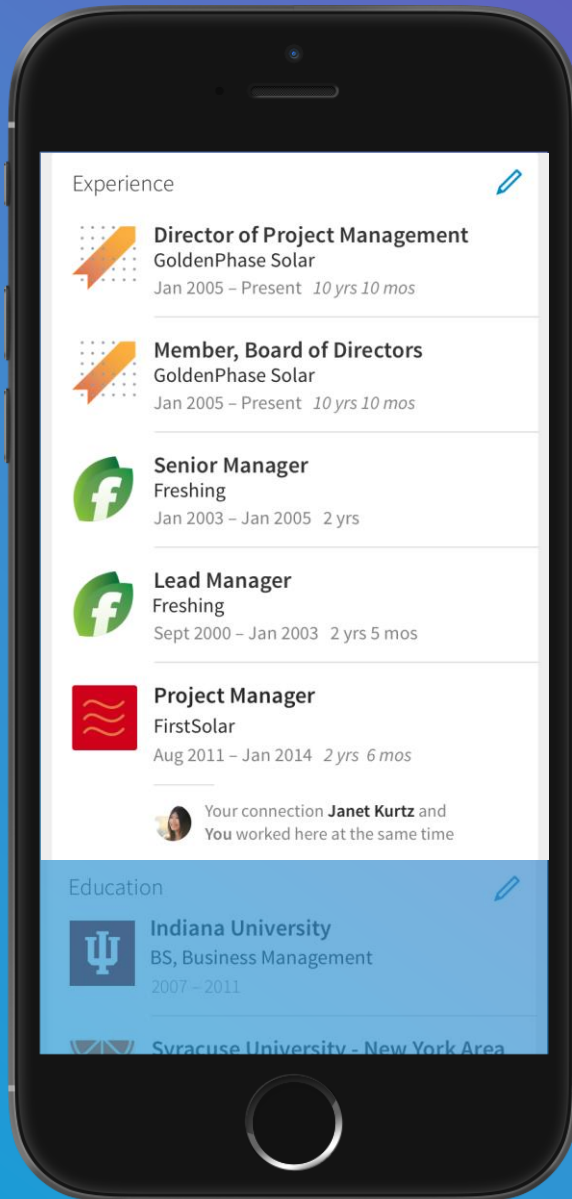
- Write an informative but catchy summary
- Highlight who you are, what you do, your skills, interests and aspirations
- Highly motivated second year geography student working towards a career in Sustainable Development. As a member of the Garms society I've become passionate about neutralising the carbon footprint of the fashion industry and inspiring others to do the same.

# LinkedIn - Education and Experience

- Complete the Education and Experience section. You can update this as you go through University.
- Currently a student at the University of Liverpool. Add the modules you are taking this year. You will need this when applying for work experience.
- Add any work experience so far, even if unrelated to your degree. Be descriptive about your responsibilities in each position. Include keywords to illustrate your abilities and results.
- Use terms like 'interested in... knowledge of... studied....' as well as saying you 'have experience in'.

Make sure it is  
matched to your  
CV





3

**Experience:**  
show what you've achieved

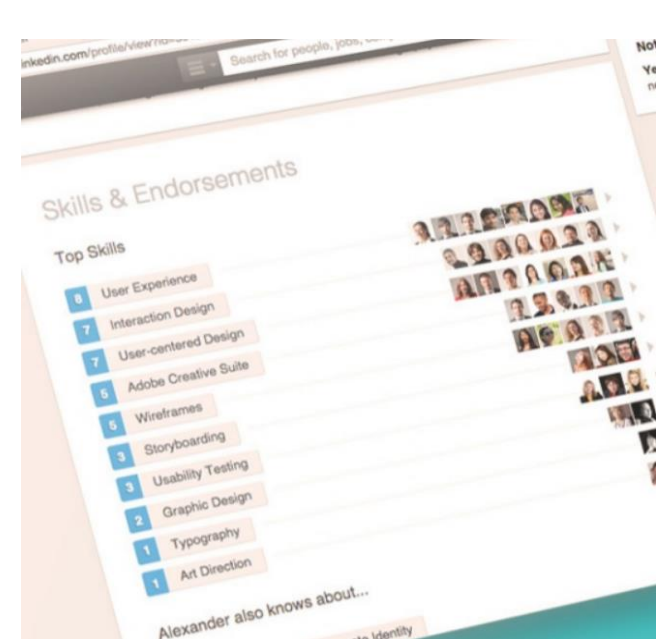
36X

Profiles with two or more positions are up to 36X more likely to be found by recruiters

List internships, summer jobs, and part-time jobs

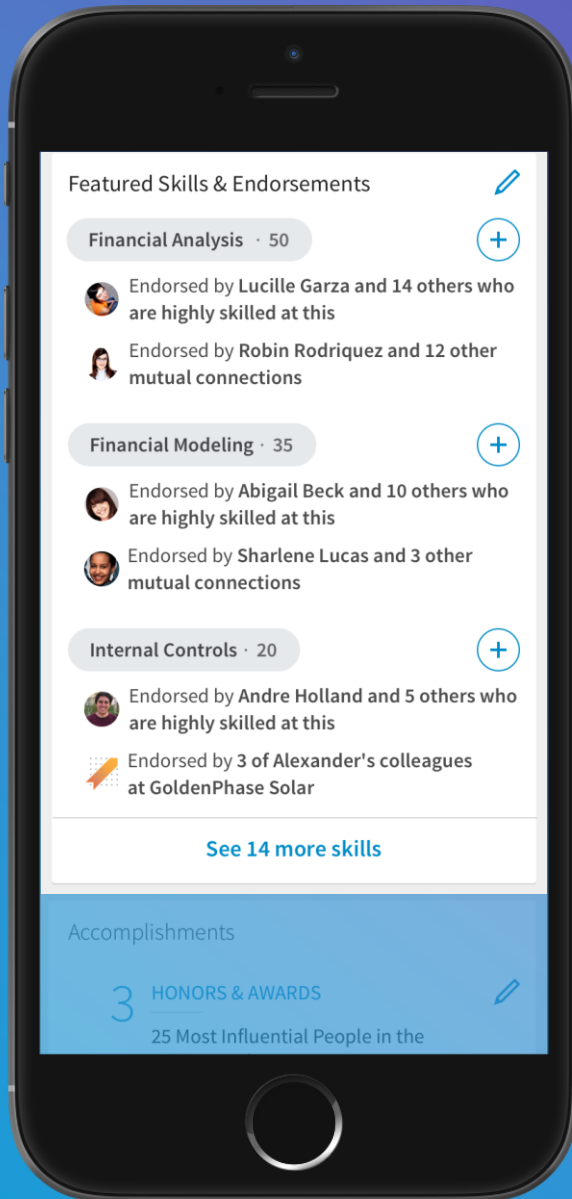
**Bonus:** describe what you accomplished

# LinkedIn - Skills and Endorsements



- Add / edit to meet the skills for the roles you're looking for.
- Encourage people to endorse you but make sure you endorse them first.
- Demonstrate the skills companies desire

*Communication – Leadership – Teamwork – Resilience*



5

## Skills:

raise your ranking in recruiter searches

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5+

If you list 5 or more skills, you'll get up to 17X more profile views

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- ✓ Speak Mandarin?
- ✓ Know JAVA programming?

Add top skills you've learned in or outside of school



# Skills, skills, skills

The professional skills valued by companies change gradually due to advances in the workplace.



## The top soft skills for 2021

A recent study conducted by LinkedIn confirms the top trending soft skills for 2021.



[https://www.linkedin.com/pulse/top-soft-skills-2021-jenifer-lambert/?trk=public\\_profile\\_article\\_view](https://www.linkedin.com/pulse/top-soft-skills-2021-jenifer-lambert/?trk=public_profile_article_view)



# LinkedIn - Interests

Should reflect your profile & career interests.

Join groups & follow companies which are relevant – this gives you credibility.



**Ocean Conservancy**  
90,473 followers



**Coral Reef Alliance**  
26,681 followers



**ASOS.com**  
518,045 followers



**AGCAS**  
3,906 followers

## Interests

Influencers

Companies

**Groups**

Schools



**Sustainable Development Goals (SDG) Group**  
751 members



**University of Liverpool Marine Biology and Oceanography**  
74 members



**University of Liverpool - Careers and Employability Fin Tech Group**  
27 members



**Student Learning Champions**  
1,119 members

# Connecting Linked In Learning to your Linked In profile – ‘*Learn out loud*’



LEARNING



Demonstrate your willingness to learn

Courses that you complete will appear under ‘licenses and certificates.’

‘Share with network’ to catch the attention of employers.

Once you complete a course you will get the option to add it to your profile

Add Course and Skills to Profile

☒ Add to LinkedIn profile under Licenses & Certifications

in

Instructional Design: Needs Analysis

LinkedIn Learning

Issued July 2019 · No Expiration Date

☒ Share with network

Just finished the course "Instructional Design: Needs Analysis"!

Tip: use @ to mention your connections.

Cancel

Add to Profile

# Static profile Vs Dynamic profile

The more you put into LinkedIn, the more you'll get out of it

## LinkedIn – static

1. Update profile
2. Skills – the most popular searches by recruiters
3. Connections for job searching purposes



## LinkedIn – dynamic

1. Share
2. Write
3. Like & comment
4. Respond

Become DISCOVERABLE

# LinkedIn Summary

- ✓ Upload a professional profile picture to get up to 14x more views.
- ✓ Your headline is the first thing people will read about you.
- ✓ Share your passions and interests in your summary.
- ✓ Adding your education will increase the number opportunities that come your way.
- ✓ Your experience is one of the primary things prospective employers will want to see.
- ✓ Listing your skills helps bolster your case for why that job should be yours.
- ✓ Nothing adds credibility like endorsements.
- ✓ Recommendations confirm you can do what you say you can.
- ✓ Include examples of work/projects to display what you've accomplished.

[LinkedIn Profile Checklist](#)

# Becoming discoverable...

- Events you attended
- Useful sessions you attended
- Achievements
- News that interests you
- Courses you have completed on Linked In
- Skills you have developed

QUALITY OVER QUANTITY



After completing my 12 month placement at [IBM](#), I targeted an opportunity to continue working with students on the other side of graduate recruitment back at University.

Today I received the fantastic news that I have been offered a role as a Careers Coach in the [University of Liverpool's](#) brand new Careers Centre.

Very excited to continue my learning journey back at University and to also work with fellow students in helping them improve their own employability! 🌟

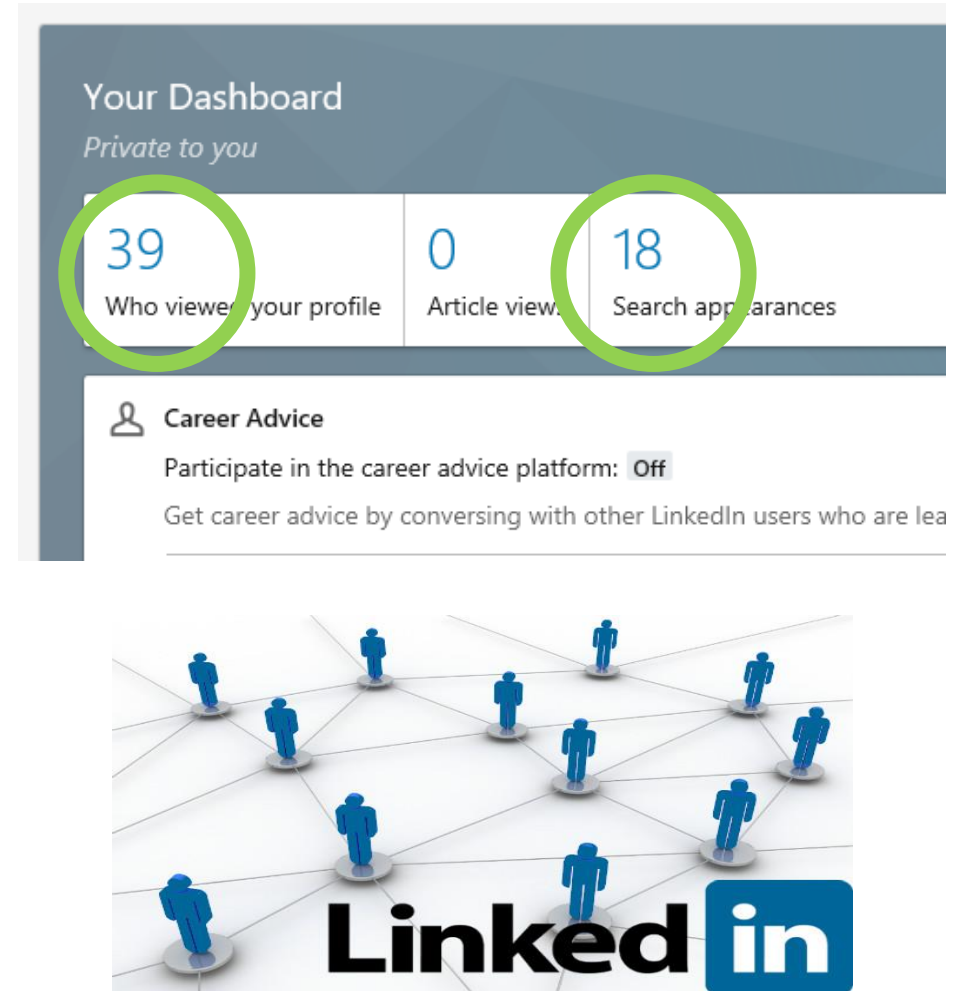


Spent a brilliant day today with Liverpool Girl Geeks learning how to code in HTML, CSS and JavaScript! Looking forward to diving in further into the world of coding.



# How do you know if your LinkedIn profile is right?

- Your search appearances and profile views have increased
- The people viewing your profile are in your target industry
- People are reaching out to you—both on and off LinkedIn
- Opportunities start to come in





# Networking & Making Connections

## What is networking?

Networking on Purpose

Its not what you know;  
its who you know;  
AND, who they know

Increasing  
who you  
know, through  
the people you  
know

Approaching  
people you  
know for help  
and advice

Using other  
people's  
experience to  
help you make  
a decision

Discovering  
opportunities  
through  
people

Interacting  
with people to  
exchange  
information

Developing  
contacts



# Networking effectively

1

Research each contact before approaching them. Find out about their role and company. Use this information to impress them later on in the process

2

Think about your objective – what do you need from this person? Create a list of questions to help you reach your objective.

3

Your initial contact is likely to be email, but also consider phone calls, social media and face to face contact. Whatever your approach, ensure it is professional

4

Introduce yourself concisely, explain how you got their contact details and outline the purpose of your enquiry. If you have already met them, remind them.

5

If you don't get a response, try for a second time. Don't pester.

## Top Tip:

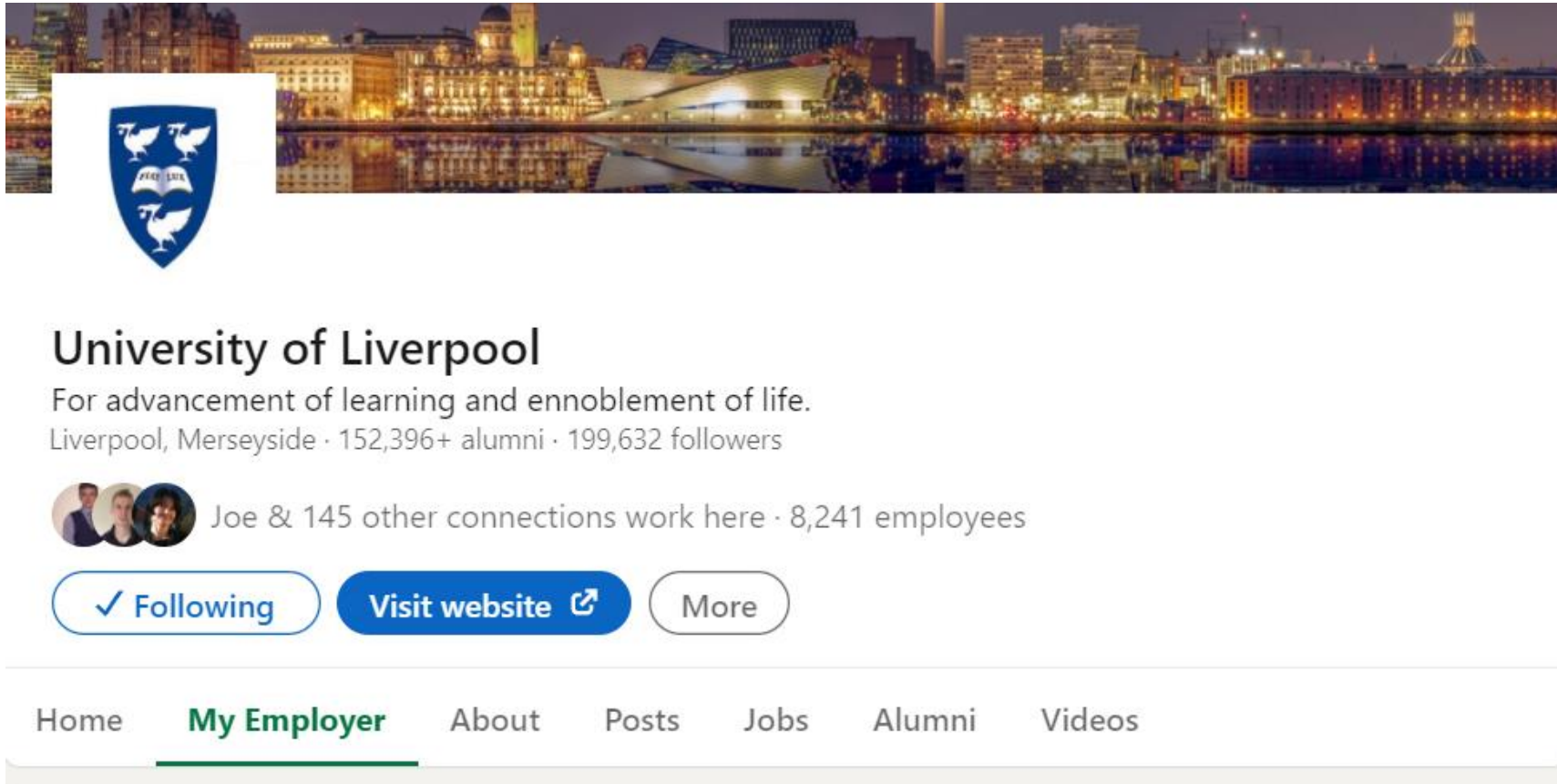
Careers fairs and employer events are the perfect place to network. They are organised by The University to be a collaborative and stimulating environment where building networks is encouraged.

# Networking & Making Connections


- Follow an organisations home page
- Join groups and post questions – broaden your network
- Try not to be intimidated – connect with people in your desired industry
- Personalise any request to connect – Tell them why you want to connect
- Take networking offline – If your attending VirtualConnect and you feel it is appropriate, ask if you can connect on LinkedIn.
- Take advantage of the messenger

**Key tip** – Investigate career paths. Look at individual profile to assess the skills, knowledge and experience that employee has.

# University of Liverpool Alumni tool/ Company hubs




The image shows a LinkedIn profile for the University of Liverpool. The header features a large banner image of the Liverpool city skyline at night, with the university's crest on the left. Below the banner, the name 'University of Liverpool' is displayed, followed by the tagline 'For advancement of learning and ennoblement of life.' and statistics: 'Liverpool, Merseyside · 152,396+ alumni · 199,632 followers'. A section below shows three profile pictures and the text 'Joe & 145 other connections work here · 8,241 employees'. At the bottom of the profile are three buttons: 'Following' (with a checkmark), 'Visit website' (with an external link icon), and 'More'. A navigation bar at the very bottom includes links for 'Home', 'My Employer' (which is highlighted with a green underline), 'About', 'Posts', 'Jobs', 'Alumni', and 'Videos'.



## University of Liverpool

For advancement of learning and ennoblement of life.  
Liverpool, Merseyside · 152,396+ alumni · 199,632 followers

 Joe & 145 other connections work here · 8,241 employees

[✓ Following](#) [Visit website](#) [More](#)

[Home](#) [My Employer](#) [About](#) [Posts](#) [Jobs](#) [Alumni](#) [Videos](#)

## Demo

# Tap your connections and alumni for help...

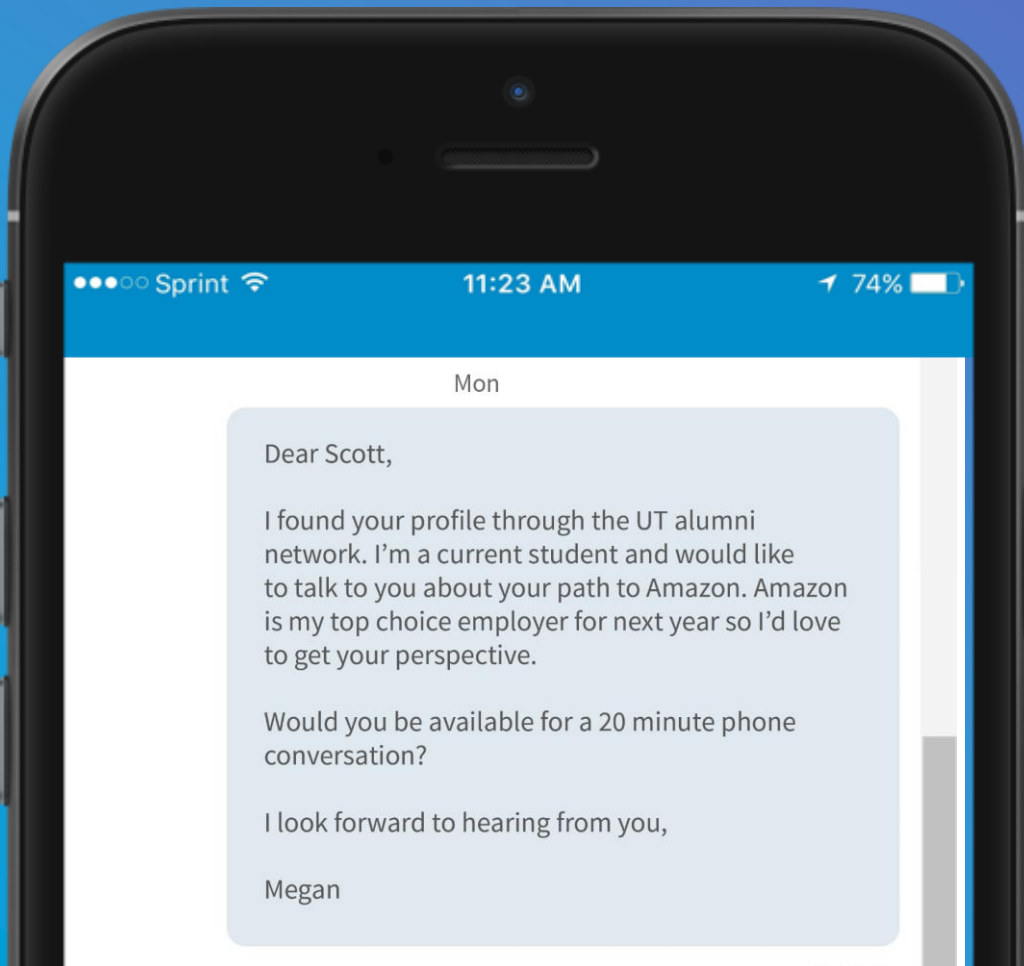
## ...request an informational interview

### Why?

- ✓ They work in the jobs or companies that interest you most
- ✓ They can connect you with someone else who does

### What to say?

- ✓ Who you are
- ✓ How you came across their profile
- ✓ How they can help you
- ✓ How did you break into the industry?
- ✓ What steps would you take if you were to make the transition all over again?
- ✓ How do you see the industry evolving?
- ✓ How do you stay up-to-date with industry trends?
- ✓ Are there any professional or trade associations I should join?



# Summary

- If you haven't already, create a LinkedIn Profile
- Think about your personal brand and showcase this
- Tailor your LinkedIn to your desired industry – use it as a tool to keep updated
- Join groups and make connections
- Reach out to alumni and employers
- Link your LinkedIn Learning courses to your profile
- Post (meaningfully)



**Not using LinkedIn for research is a major error. If you put a company in that search bar, you can find people, jobs and the content companies put out.**

the right **NETWORKS** for career s

QUESTIONS?