UNIVERSITY OF LIVERPOOL | Careers and Employability

WE **ARE**

CAREERS AND EMPLOYABILITY

Liv.DAT Networking

LinkedIn

8th March 2022

Dominique Mansley

We will cover:

- **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

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Explore

Con

"Your brand is what people say about you when you're not in the room."

Jeff Bezos

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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.

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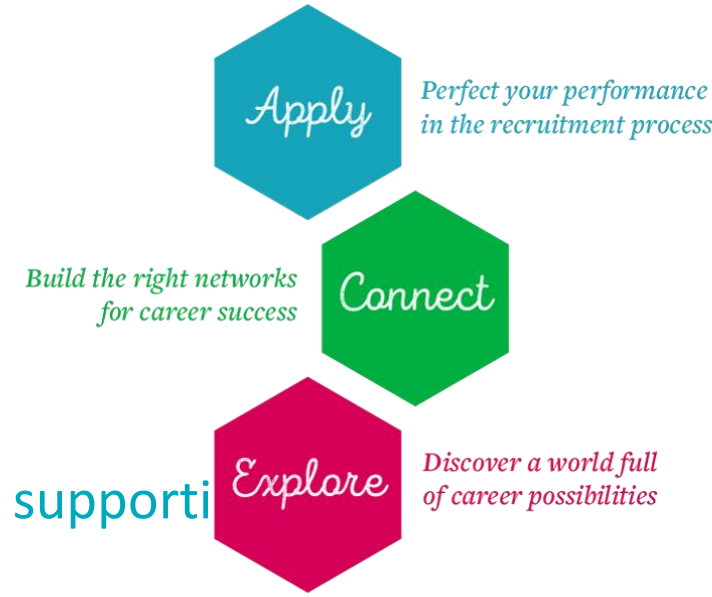
Why you need an online presence



- **Employers use social media to recruit**

  58% of employers conduct a social media search to look for information supporti 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?

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

How do they compare to others?
- What makes them better than other candidates?

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?

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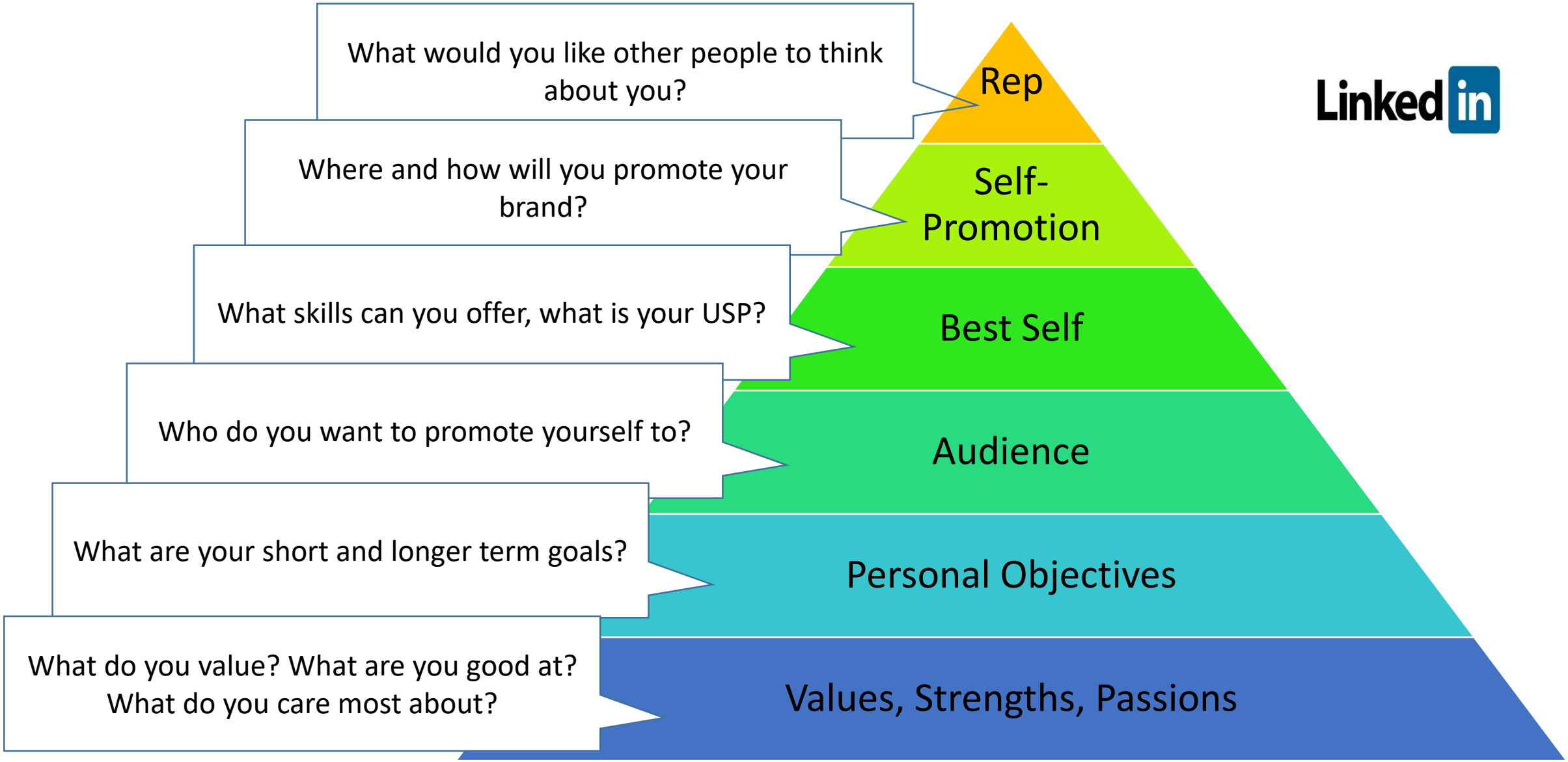
Put your brand into action!

Brand Builder- Self Reflection



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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?

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

CAREER STUDIO

- Twitter
- **LinkedIn**
- Alumni - Liverpool Connect
- HandShake

Handshake

LinkedIn

LIVERPOOL CONNECT

Connect Learn Develop

WITH YOUR ALUMNI NETWORK

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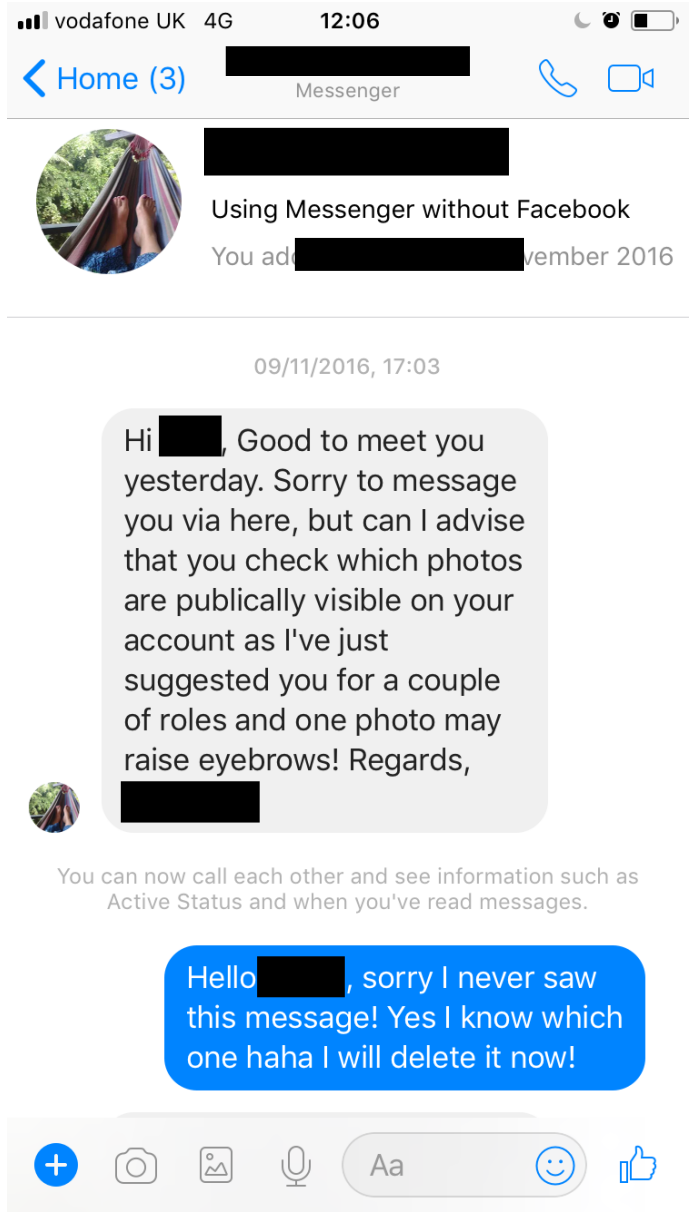
Check your privacy settings…

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:

[redacted]

The picture?



Google yourself to see what comes up!

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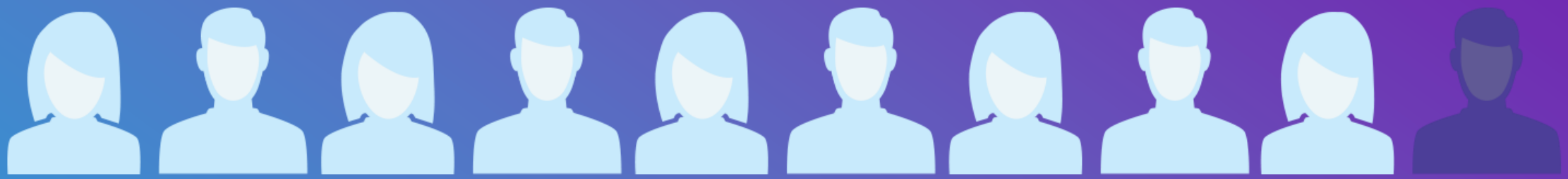
A profession platform to showcase your experience, skills, expertise, awards, achievements, interests

LinkedIn

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



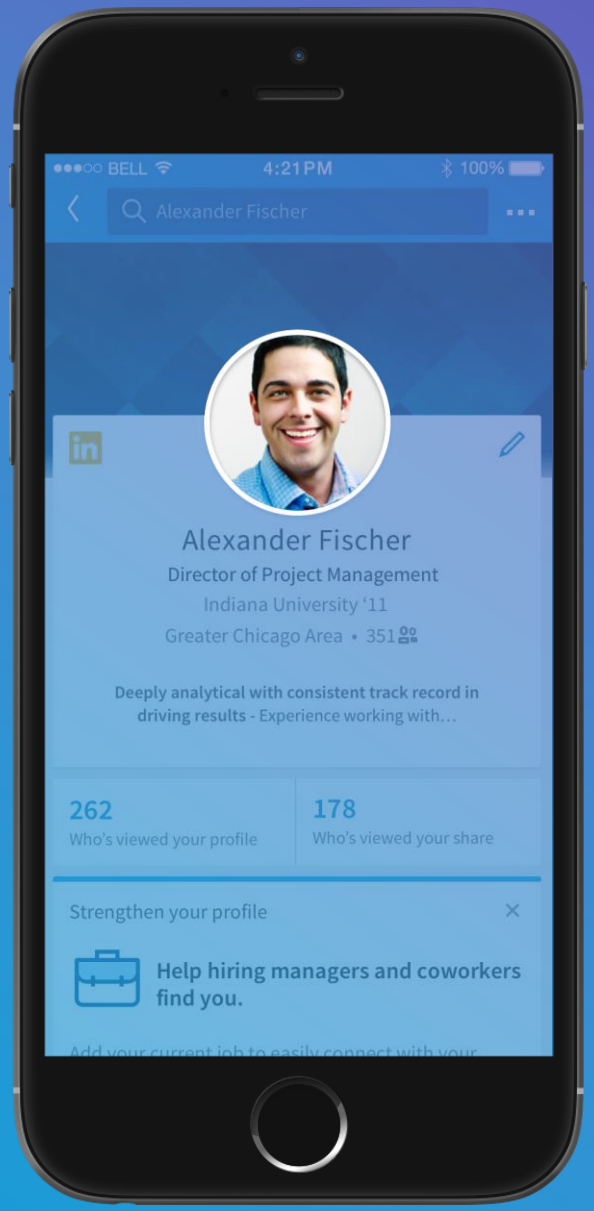
9 out of 10

Company recruiters use LinkedIn

So should you

of hiring managers look at profiles to learn about candidate

Source: Jobvite Recruiter Nation Survey, 2015



2

Photo:

where you make your first impression

21X

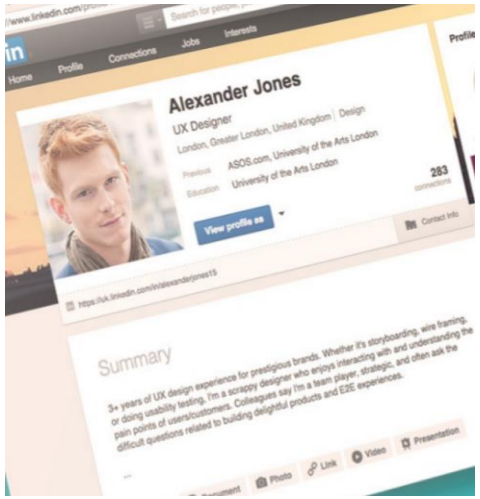
Profiles with photos get 21X more views on average

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

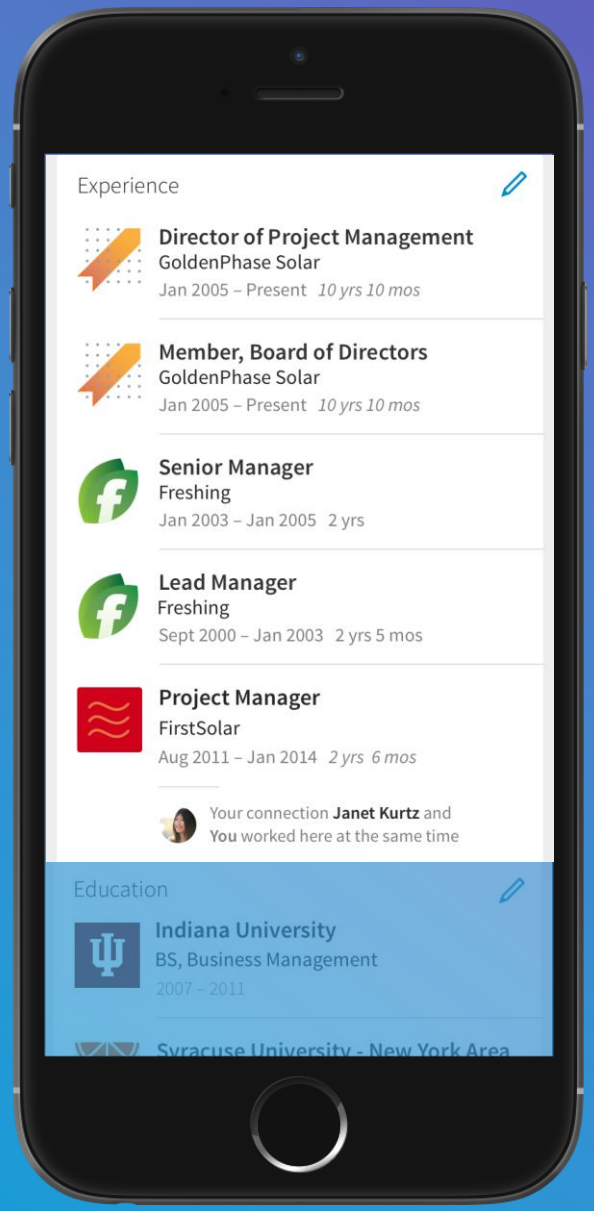
- Write an informative but catchy summary
- Highlight who you are, what you do, your skills, interests and aspirations

- 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

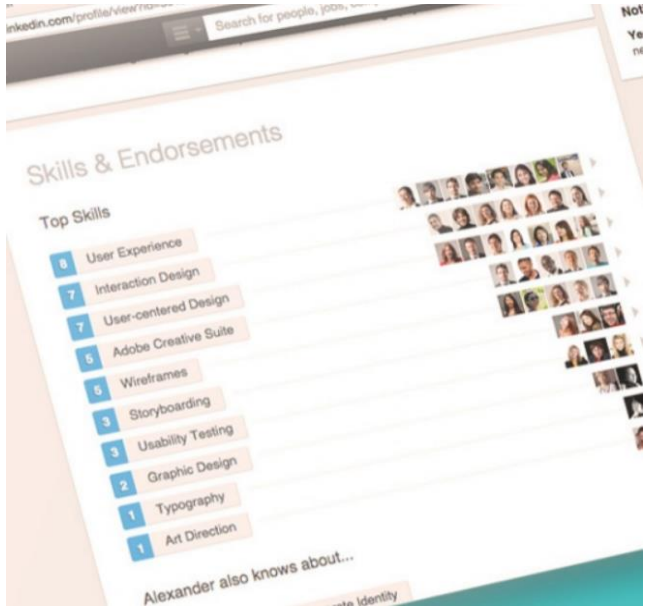
Experience:
show what you've achieved

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

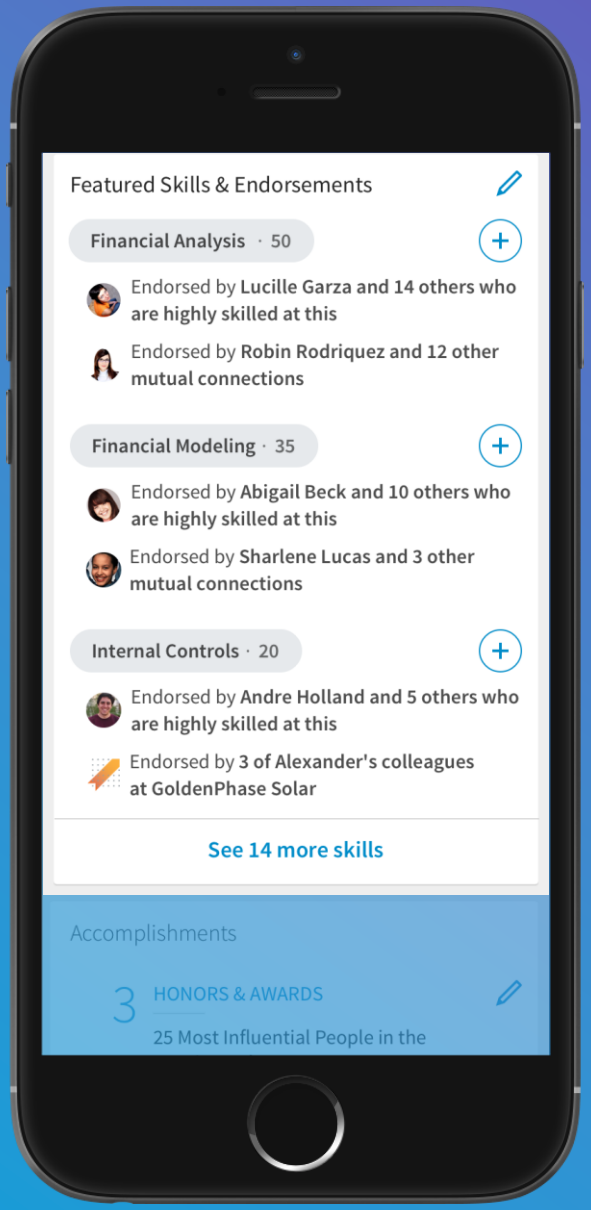
Bonus: describe what you accomplished

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

5+

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

- ✓ Speak Mandarin?
- ✓ Know JAVA programming?

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

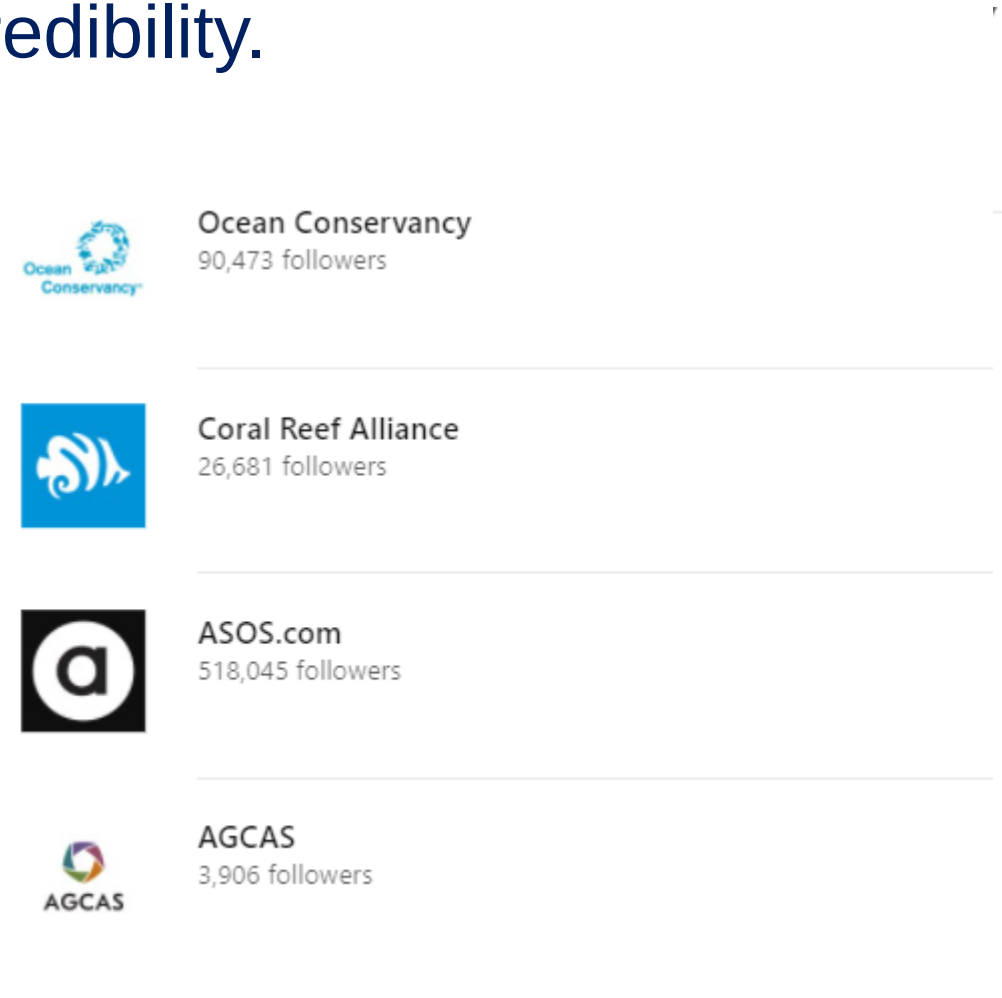
Skills, skills, skills

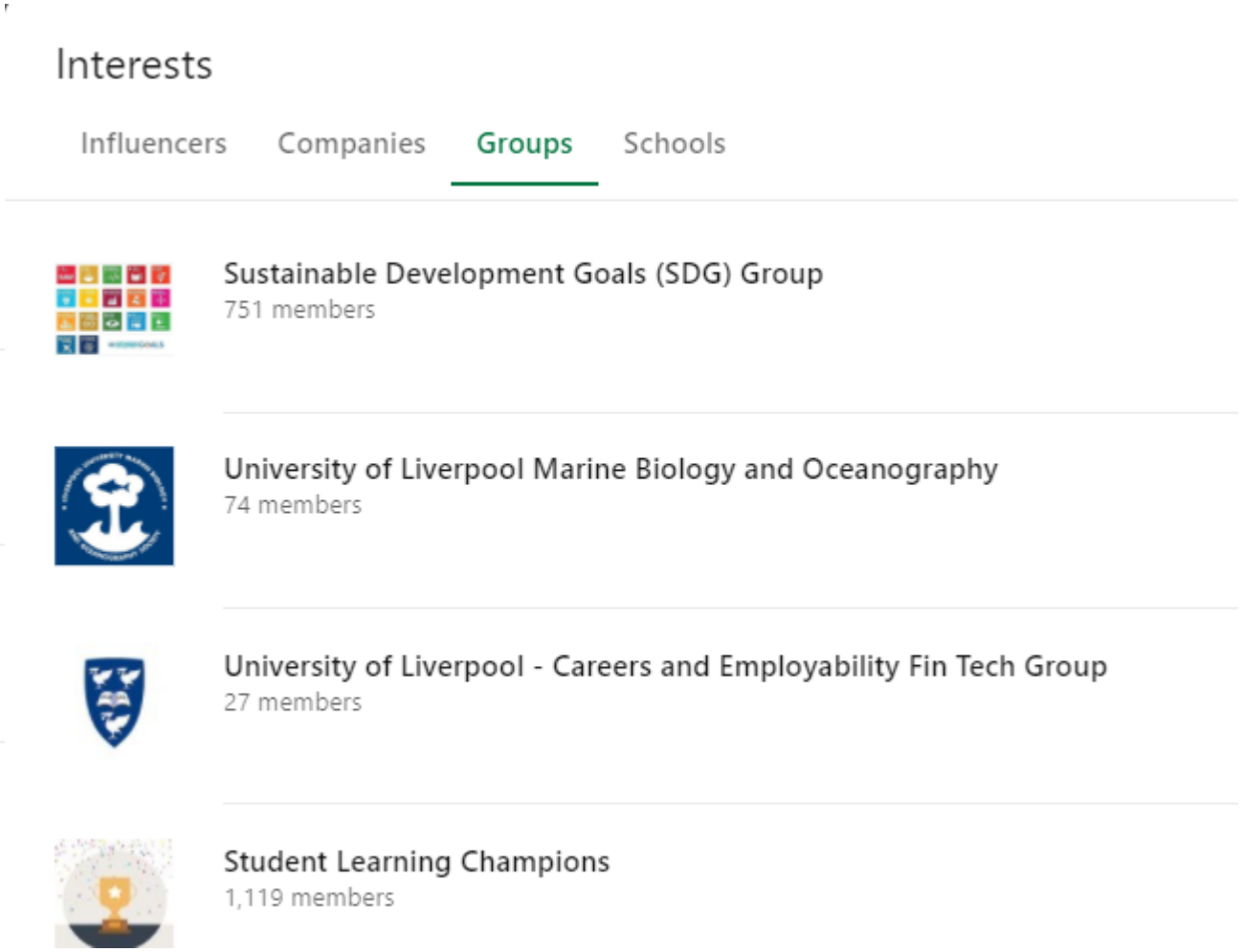
The professional skills valued by companies change gradually due to advances in the workplace.

LinkedIn - Interests

Should reflect your profile & career interests.

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





Connecting Linked In Learning to your Linked In profile – *'Learn out loud'*

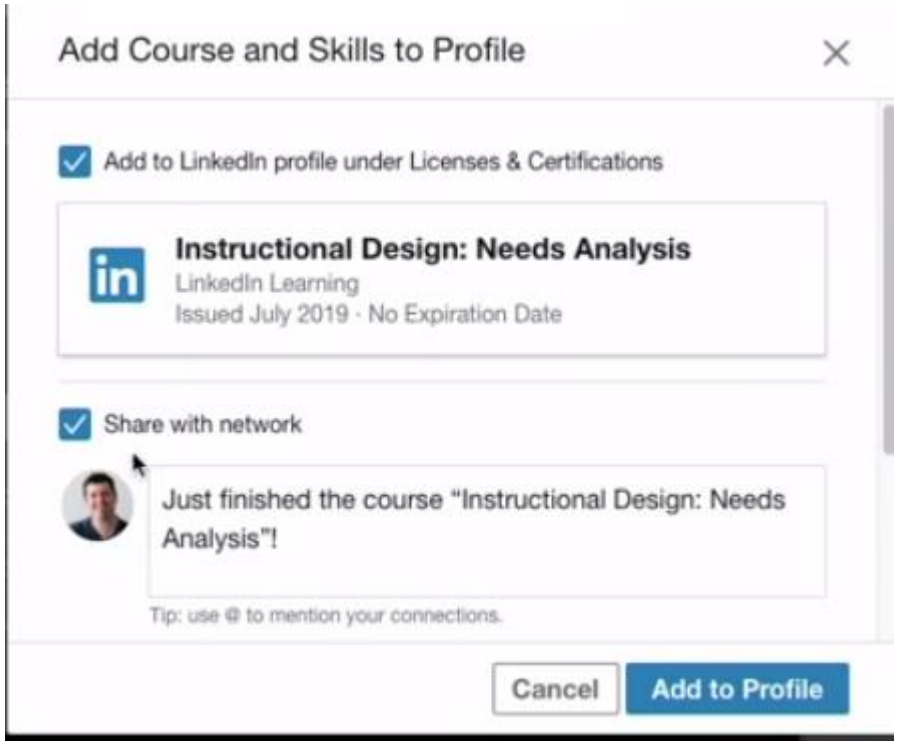
LEARNING → LinkedIn

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



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

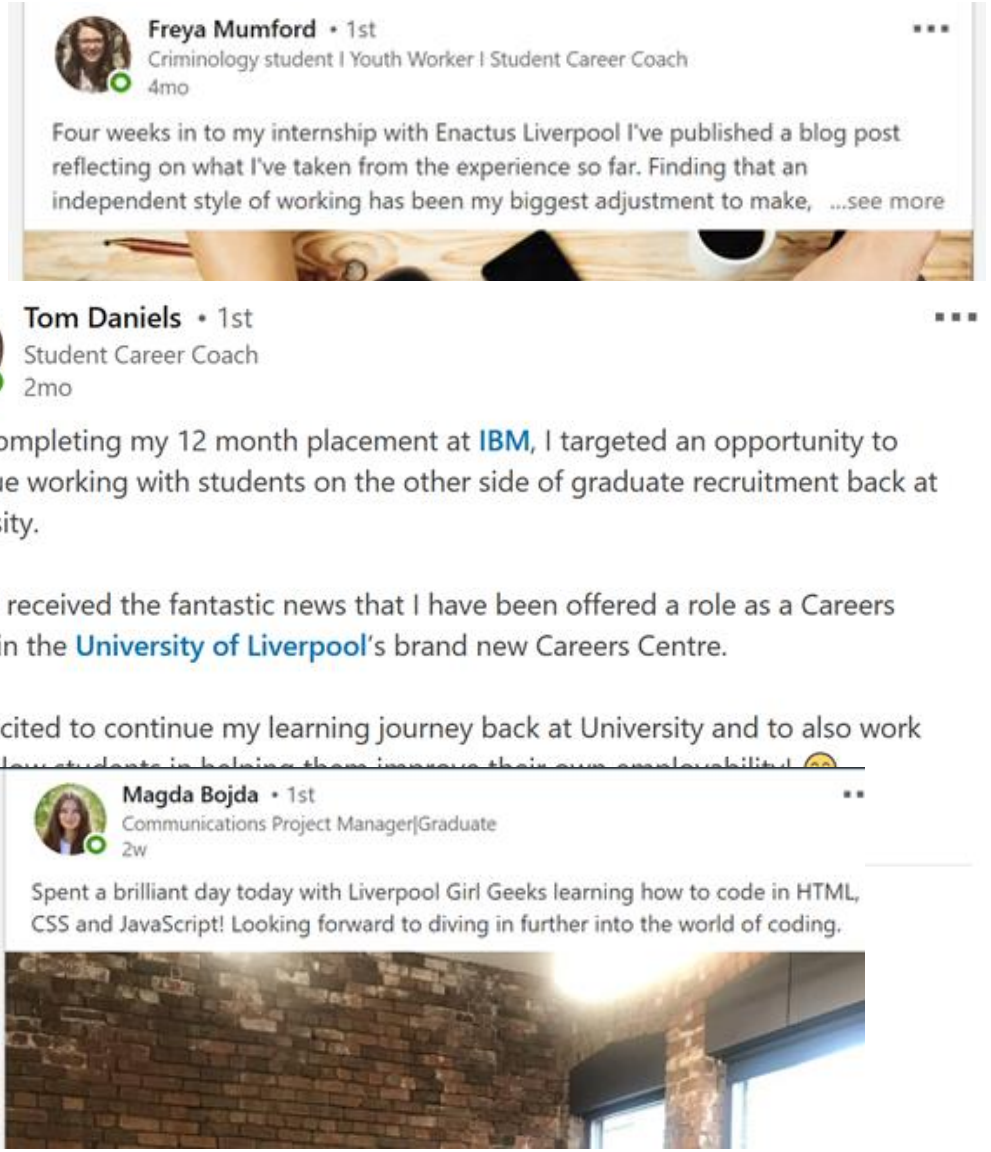
LinkedIn Summary

LinkedIn Profile Checklist

Becoming discoverable…

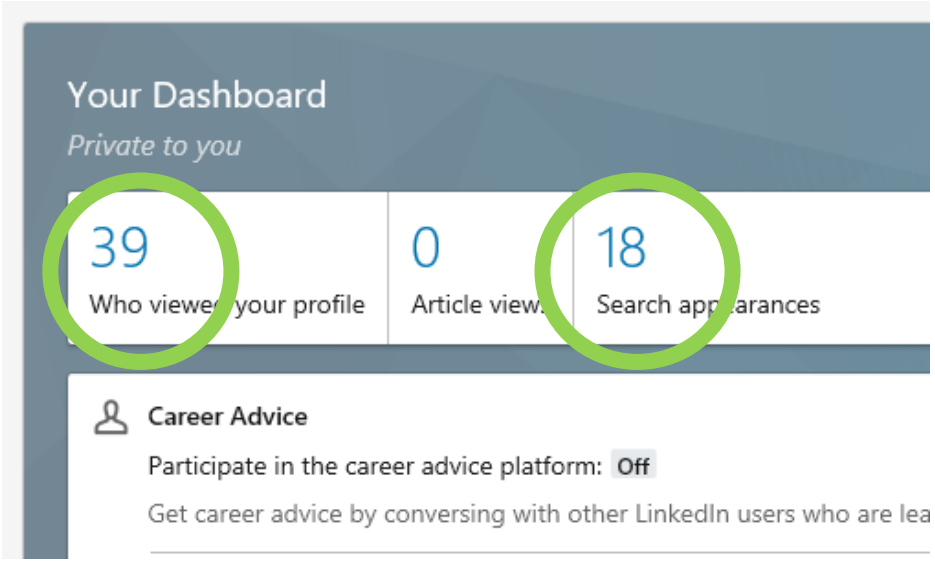
- Events you attended
- Useful sessions you attended
- Achievements
- News that interests you
- Courses you have completed on Linked In
- Skills you have developed

QUALITY OVER QUANTITY



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

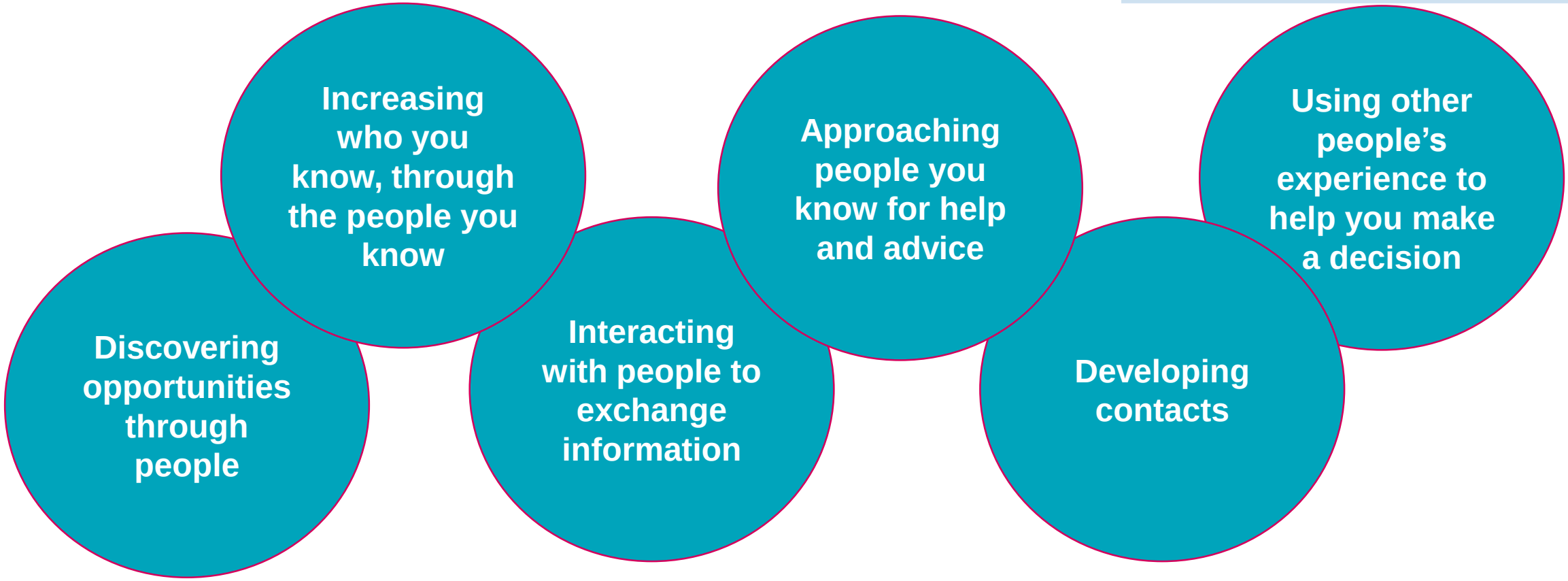


Networking & Making Connections

What is networking?

Networking on Purpose

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



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.

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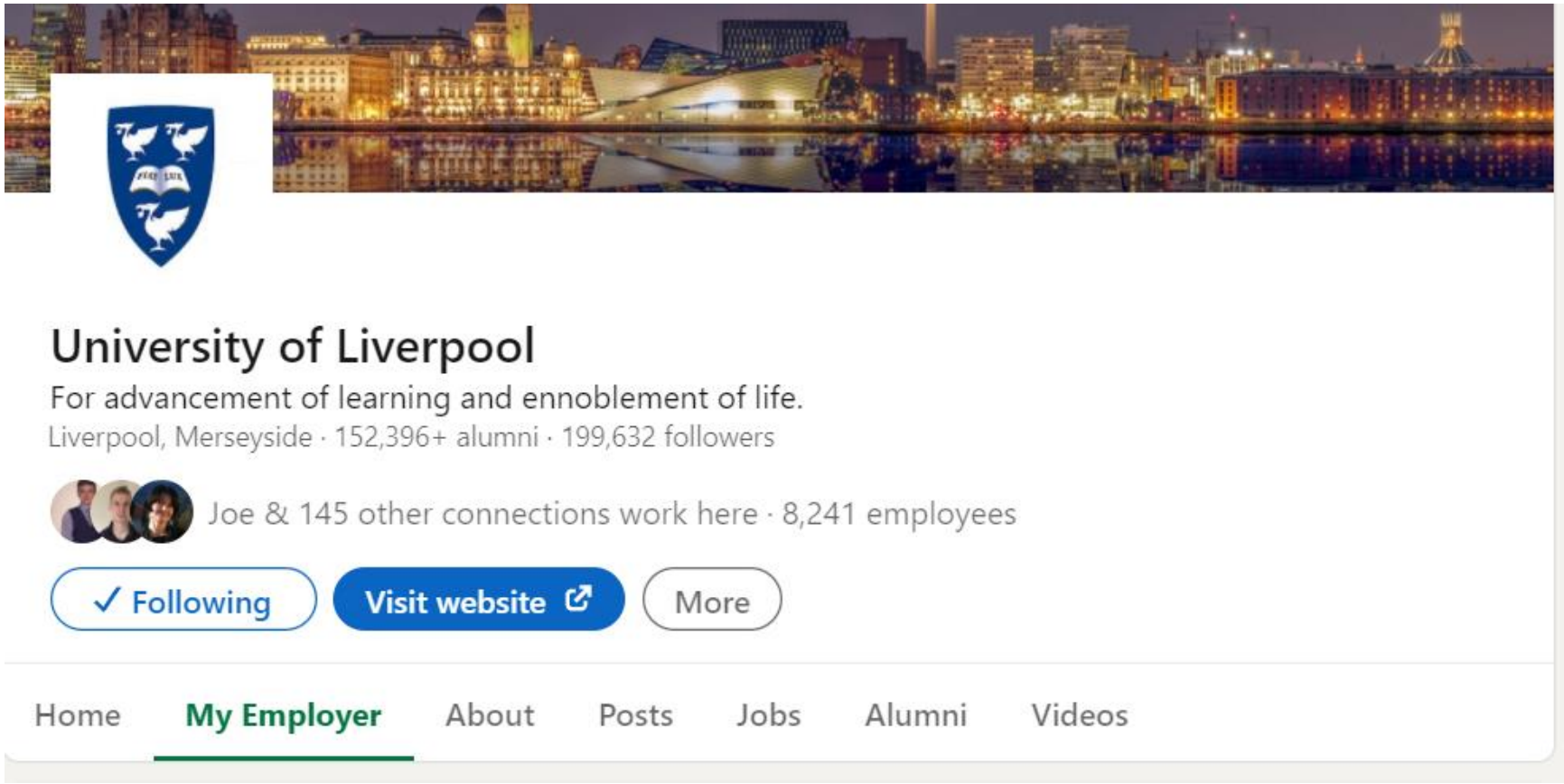
Networking & Making Connections

- 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.

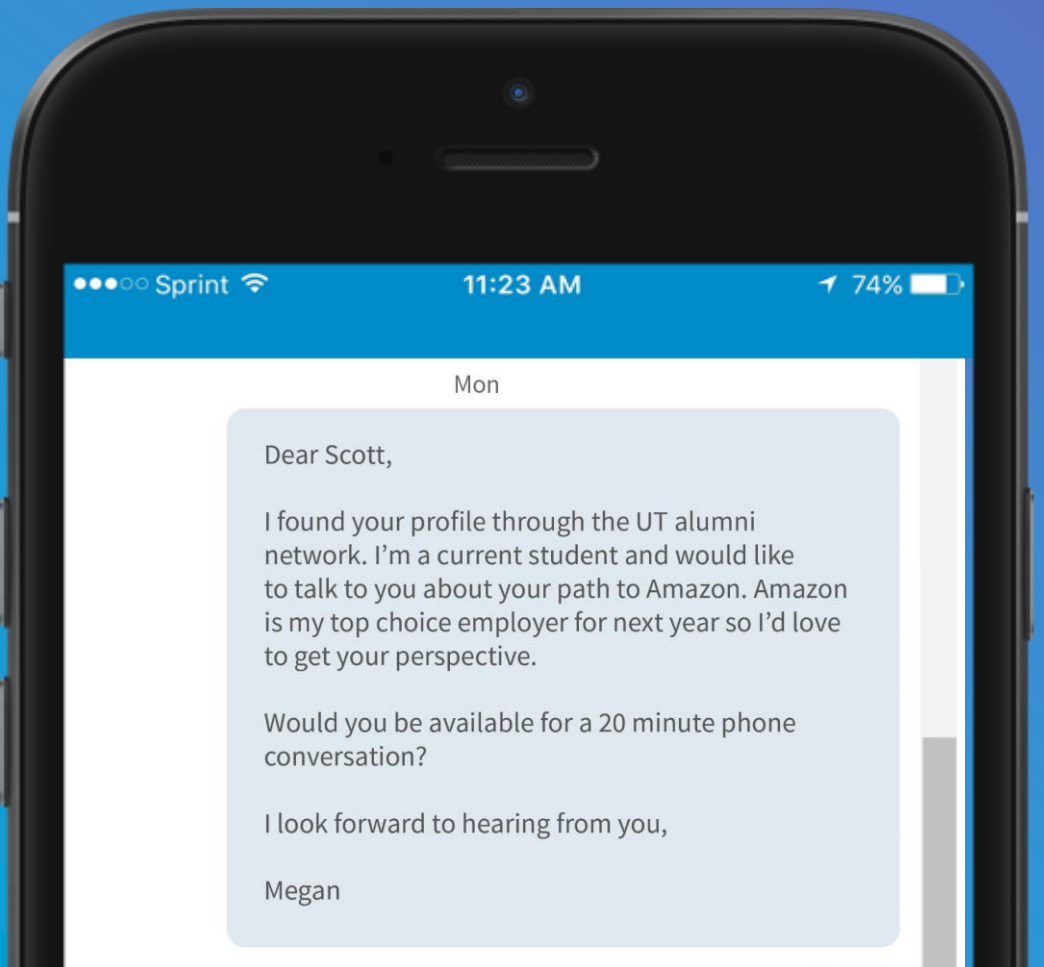
University of Liverpool Alumni tool/ Company hubs



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?

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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.

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QUESTIONS?

Careers and Employability