Leveraging LinkedIn

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Meet Me

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Quantitative User Experience Researcher

"If you can't explain it simply, you don't understand it well enough" - Albert Einstein.

Job function

- Work with partners to identify biggest outstanding research questions and then execute plans for answering them

May also be known as:

- UX Researcher
- Market Researcher
- Data Analyst
- Consultant

Common job duties:

- Survey writing
- Writing data queries
- Writing R code for data analysis
- Generating reports on findings
- Consulting with partners to determine research needs

Session Overview

The four topics this session will address:

01

Why bother with LinkedIn?

What value does LinkedIn provide to people with academic backgrounds?

02

Building a [Complete] LinkedIn Profile

What components maximize your ROI?

03

Finding Jobs on LinkedIn

How should you use LinkedIn in your job search strategy?

04

Being Found on LinkedIn

How do you maximize your visibility on LinkedIn?

Why bother with LinkedIn?

Why bother with LinkedIn?

High Membership

LinkedIn has over 467 million members.

Worldwide Coverage

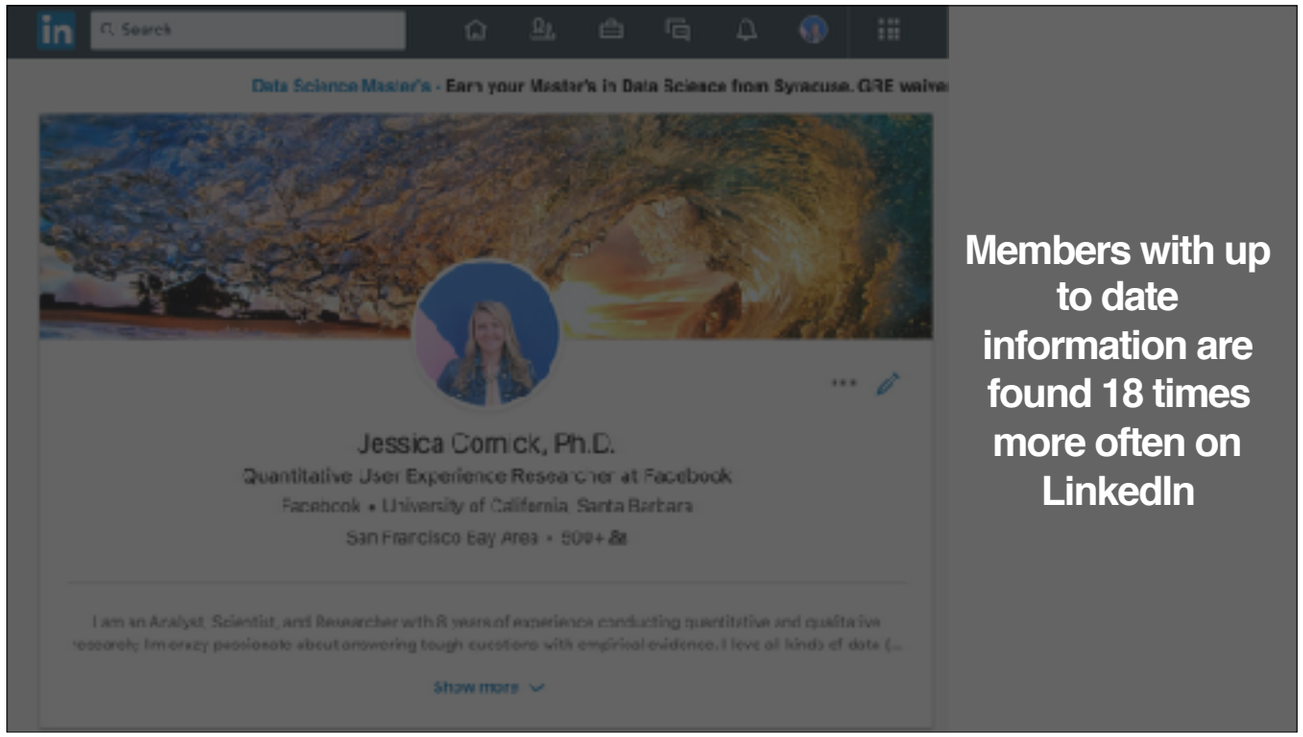
LinkedIn covers over 200 countries.

Recruiters Use It

94% of recruiters use LinkedIn to vet candidates.

http://www.adweek.com/digital/recruiters-twitter/?red=at

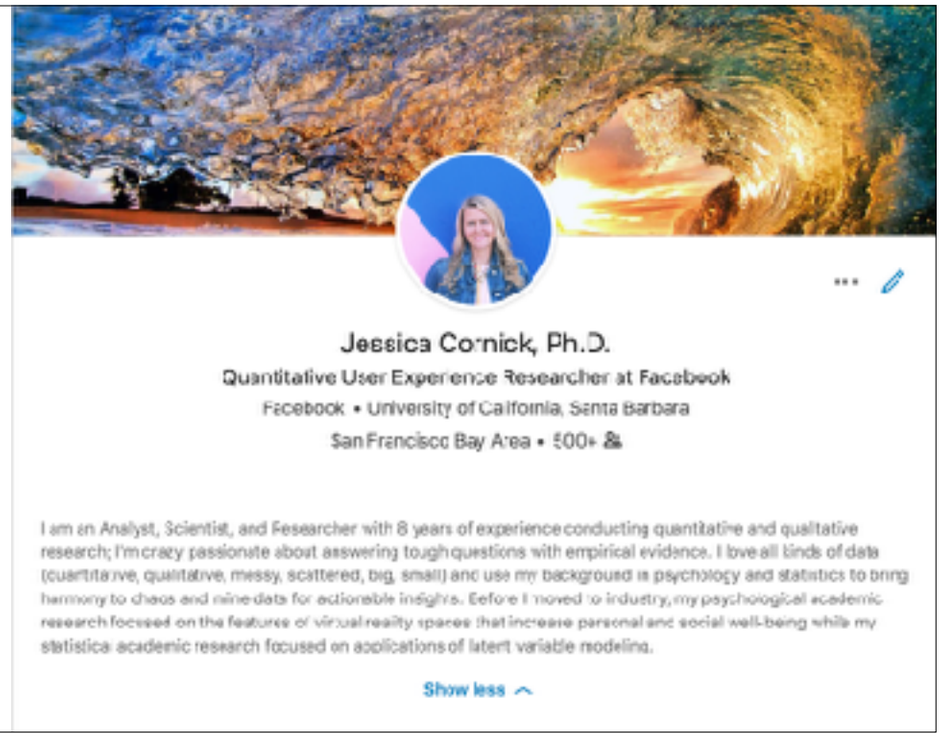
Building a [Complete] LinkedIn Profile



https://www.inc.com/john-nemo/how-to-make-your-linkedin-profile-20x-more-appealing-according-to-science.html

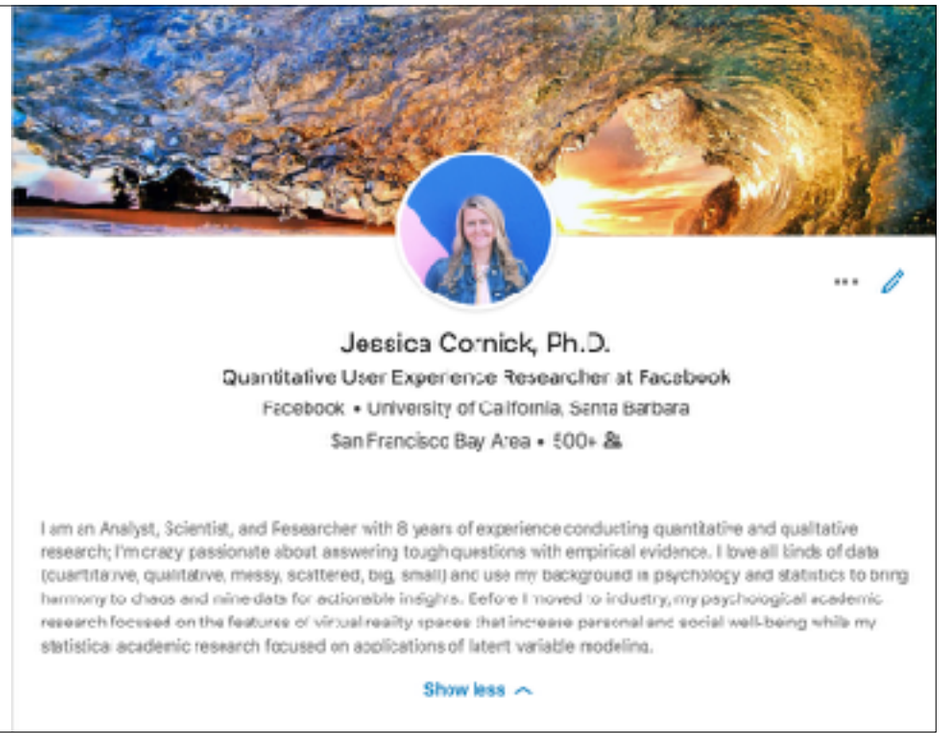
Current Position

- This could be your actual title at your job
- Use keywords that appear in your ideal job
- Keep this information up to date!



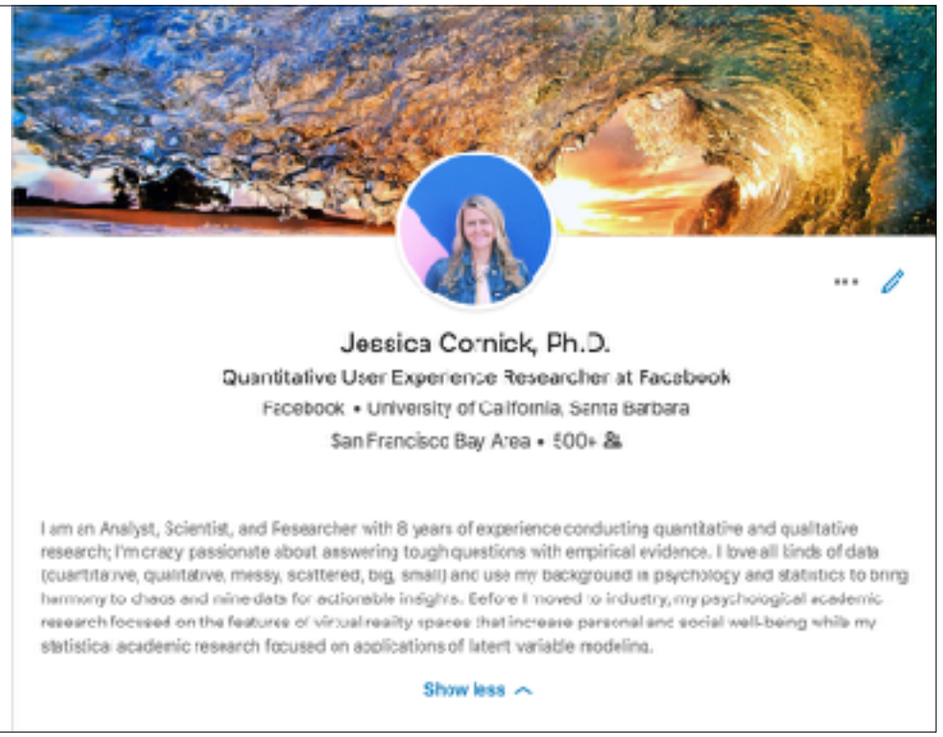
Professional Picture

- Profiles with pictures get 21x more profile views and 36x more messages
- Have someone take a picture of you in front of a neutral background
- Examples of what not to do



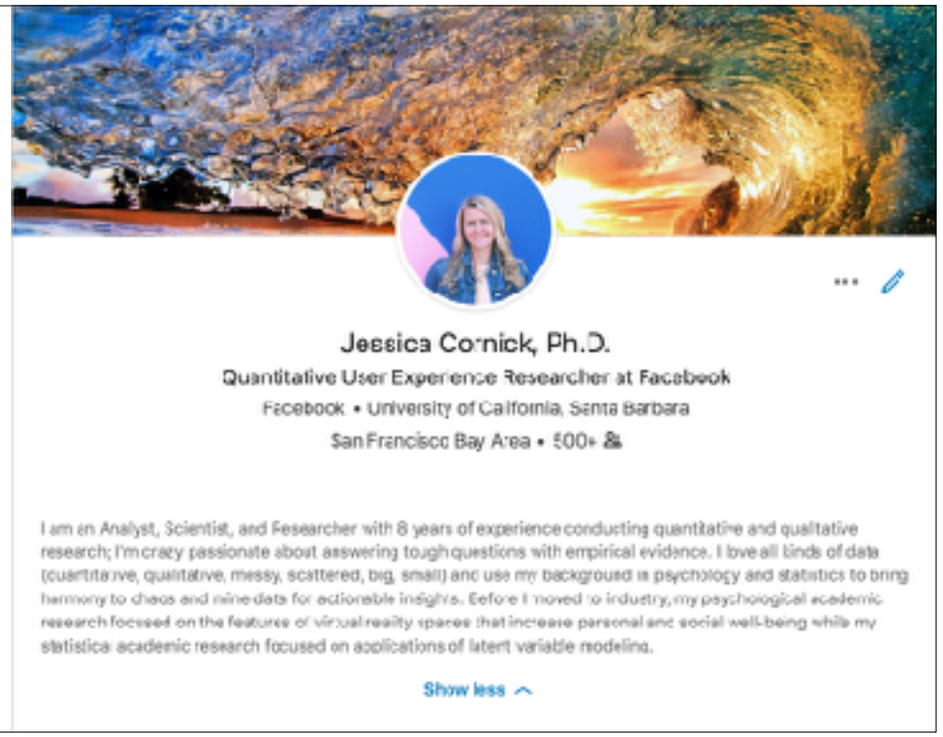
Summary

- Make it more than 40 words
- Highlight your most important skill(s)
- Briefly mention how long you've been doing your current role
- Highlight that you can DO something with your skill(s)
- Include your email
- Guide to writing the perfect summary



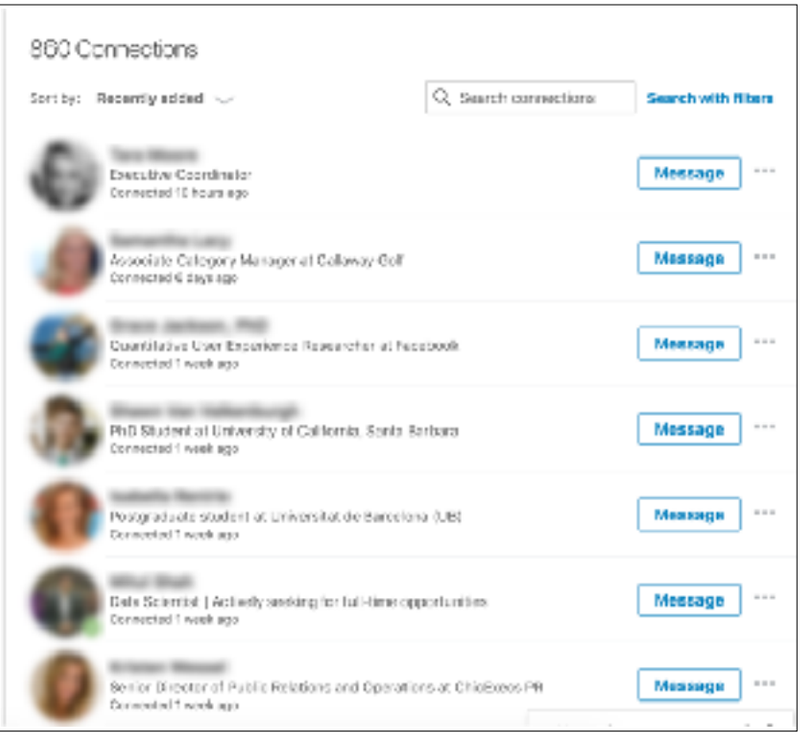
Location

- Recruiters use your location when searching for candidates
- Include your current location OR the location where you will be relocating
- If you're open to moving, put that in your summary



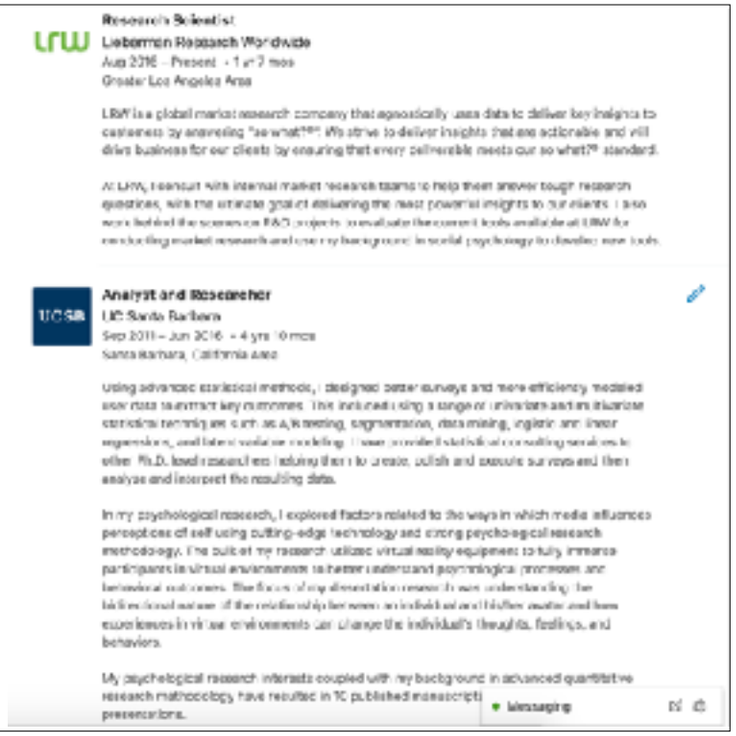
Connections

- You should start by connecting with people who can comment on your skills and experience
- You can also connect with recruiters from companies you're interested in
- The more people you connect with, the more 2nd and 3rd degree circles you appear in



Role Description

- Focus on the skills and accomplishments in each role that would be most applicable to your ideal job
- Unless your research is directly applicable to the jobs you're applying for, leave it out or briefly mention it
- Use your organization's mission statement to start your description if you're stuck

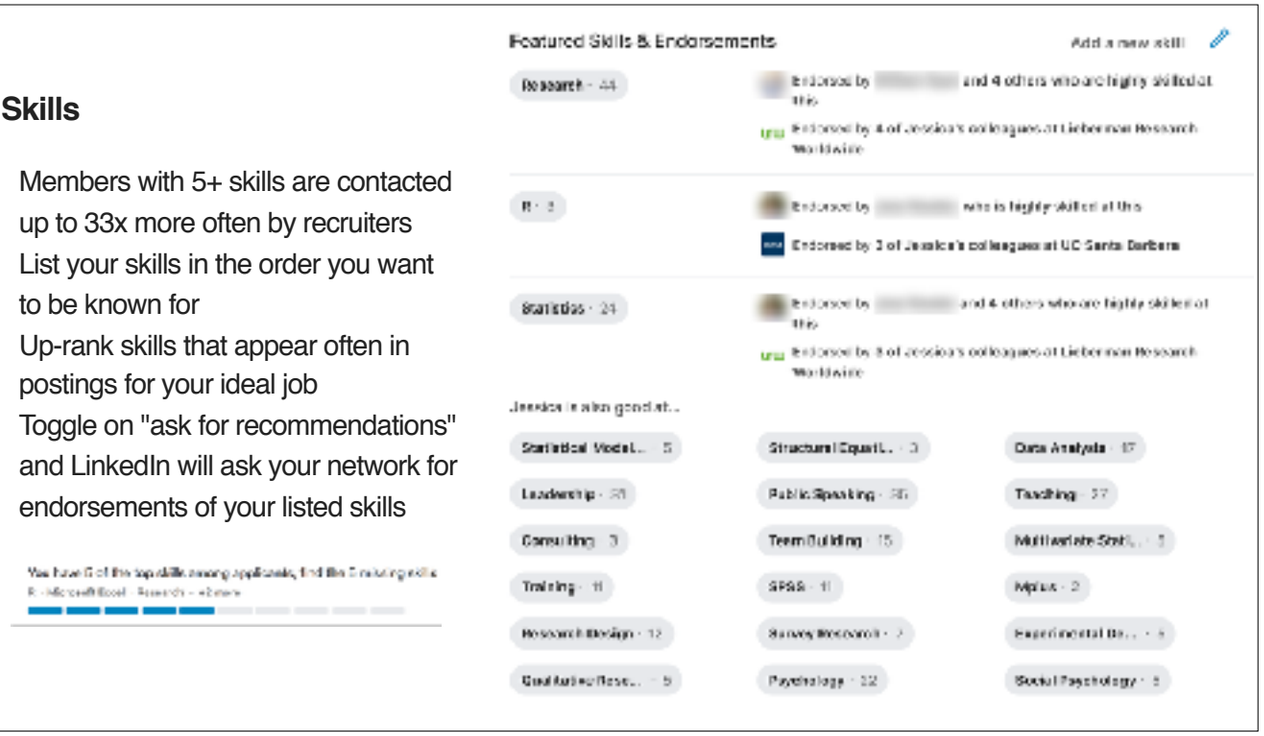


Education

- Include a short description of your research and make it as maximally relevant to the jobs you're looking for as possible
- Include relevant coursework if you think that's knowledge future employers would be looking for

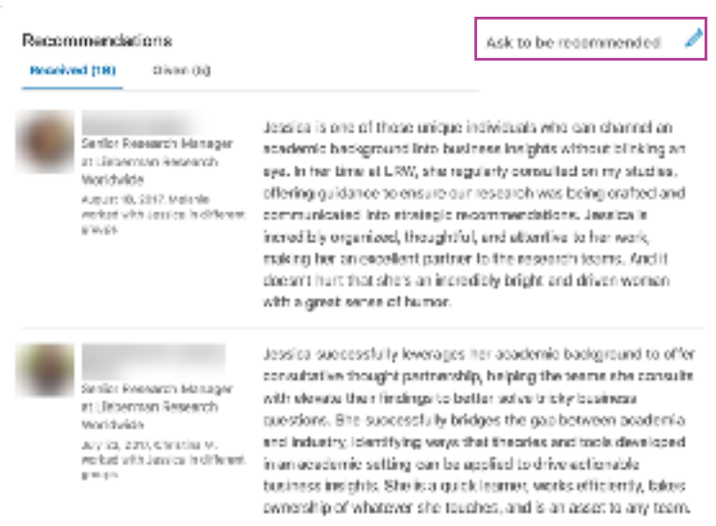
Skills

- Members with 5+ skills are contacted up to 33x more often by recruiters
- List your skills in the order you want to be known for
- Up-rank skills that appear often in postings for your ideal job
- Toggle on "ask for recommendations" and LinkedIn will ask your network for endorsements of your listed skills



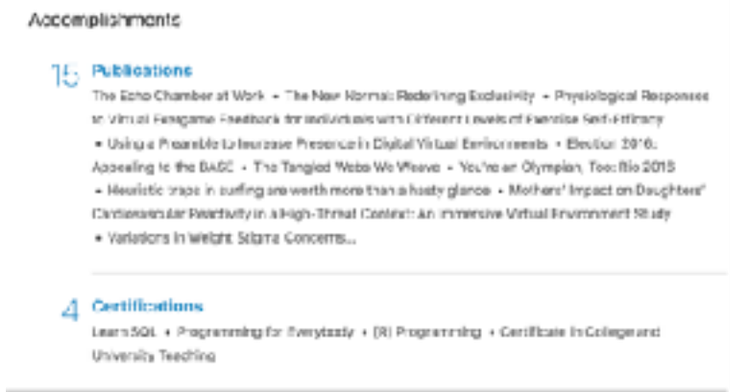
Recommendations

- Recommendations are short referrals
- Ask people who can speak to skills you want to highlight
- Give your referrers things you want them to mention or highlight

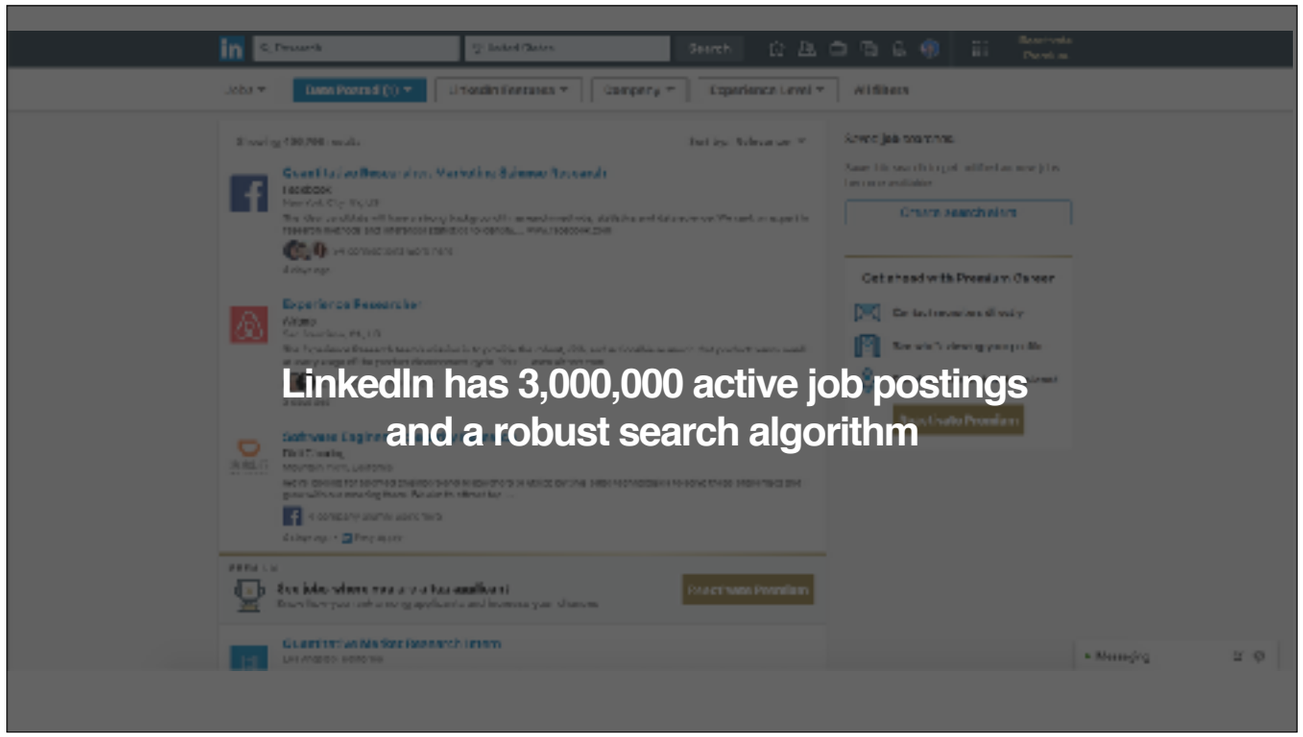


Publications

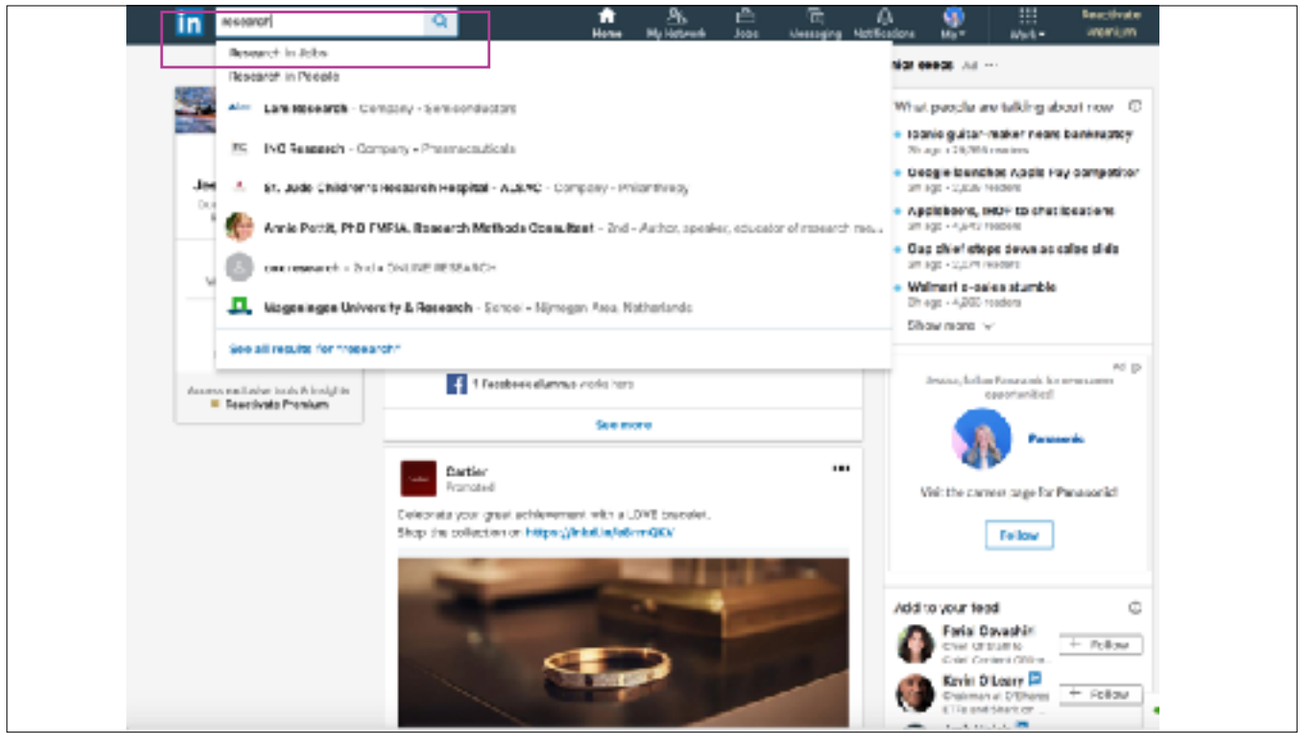
- At the very BOTTOM of your profile you can highlight some of your most relevant publications
- Highlight research that is maximally relevant to industry



Finding Jobs on LinkedIn



https://www.omnicoreagency.com/linkedin-statistics/


Research in Jobs
Research in People
Lam Research - Company - Semiconductors
IVC Research - Company - Pharmaceuticals
Annie Pettit, PhD FMRIA, Research Methods Consultant
Magnolia University & Research - School - Nijmegen Area, Netherlands
See all results for "research"
Home
My Network
Jobs
Messaging
Notifications
Work
Reactivate Premium
Reactivate Premium
See more
Cartier
Promoted
Celebrate your great achievement with a LOVE bracelet.
What people are talking about now
Walmart e-sales stumble
Show more
Panasonic
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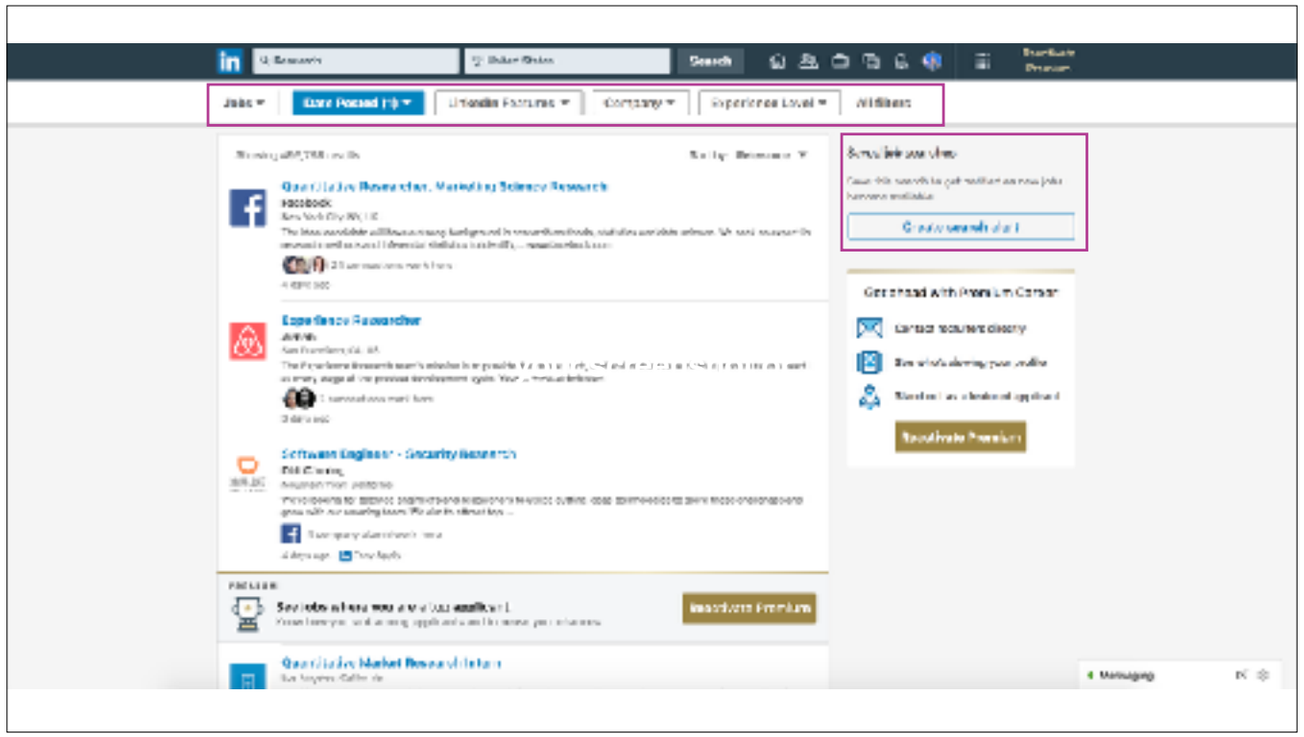
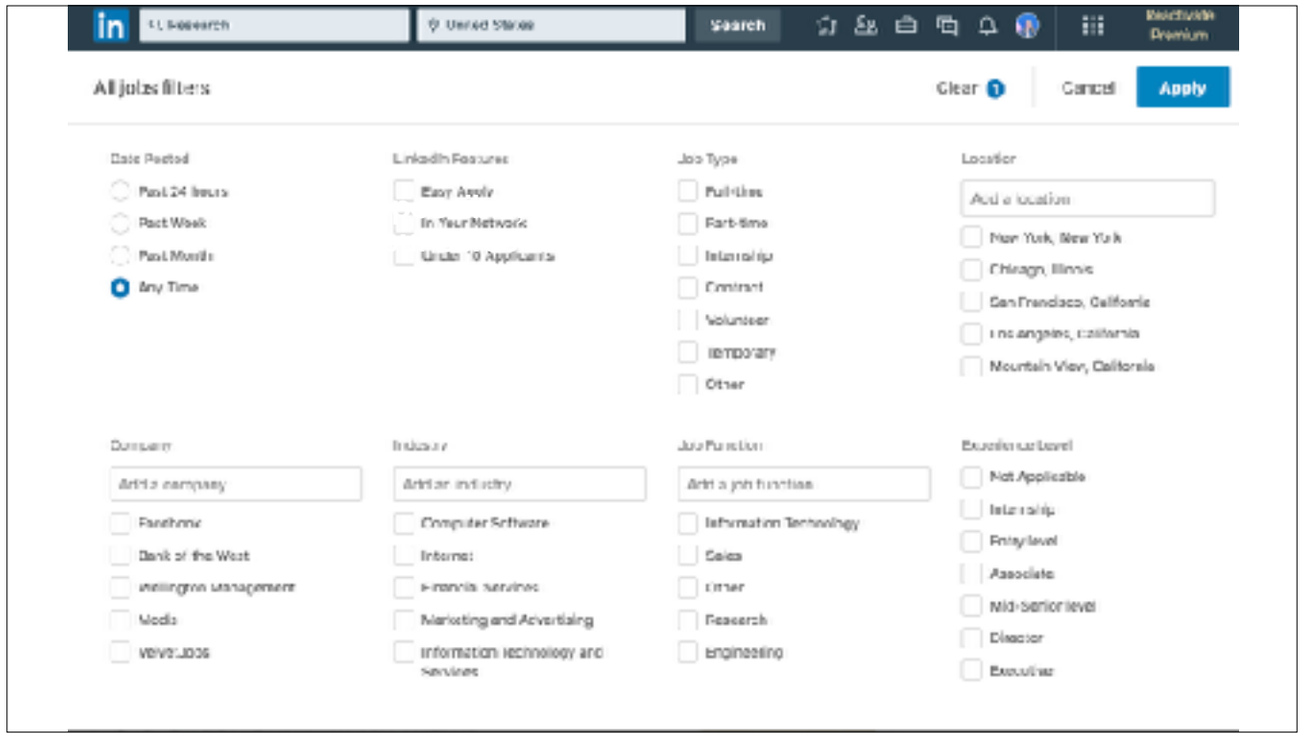



Search
Reactivate Premium
All jobs filters
Clear
Cancel
Apply
Date Posted
Past 24 hours
Past Week
Past Month
Any Time
LinkedIn Features
Easy Apply
In Your Network
Under 10 Applicants
Job Type
Full-time
Part-time
Internship
Contract
Volunteer
Temporary
Other
Location
Add a location
New York, New York
Chicago, Illinois
San Francisco, California
Los Angeles, California
Mountain View, California
Company
Add a company
Facebook
Bank of the West
Wellington Management
Media
Velvet Jobs
Industry
Add an industry
Computer Software
Internet
Financial Services
Marketing and Advertising
Information Technology and Services
Job Function
Add a job function
Information Technology
Sales
Other
Research
Engineering
Experience Level
Not Applicable
Internship
Entry level
Associate
Mid-Senior level
Director
Executive

How to connect with people you don't know

Company Recruiters

In the search bar, search company name and "recruiter", "HR", "talent", or "sourcer" and then send a connection request to the person at that company. Make sure you include your reason for contacting them and that you're actively job hunting in your message.

Ask for informational interviews

Ask connections to introduce you to people who work in the role or at a company you're interested in. When you message them, be clear about how much time you expect to take and specifically what you want to know. Ask what skills they use and wish they had.

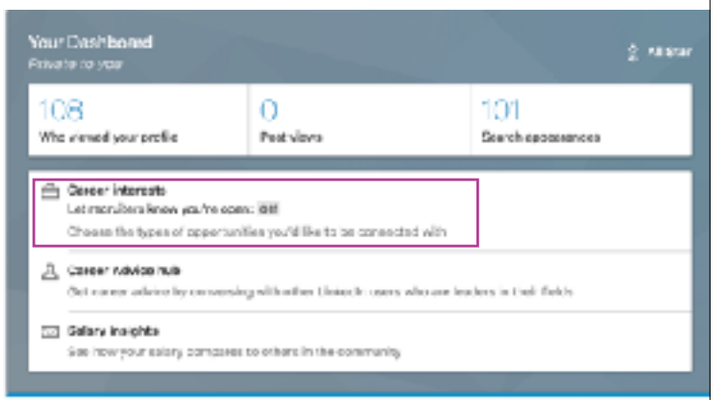
Being Found on LinkedIn

Interests

- There is a 21% increase in message responses when the recipient shares a LinkedIn group with the sender
- Join groups, organizations, and interests that are relevant to jobs that you're looking for
- The more interests you follow, the more 2nd and 3rd circle networks you appear in
- Make sure you are active and engaged in the groups you join

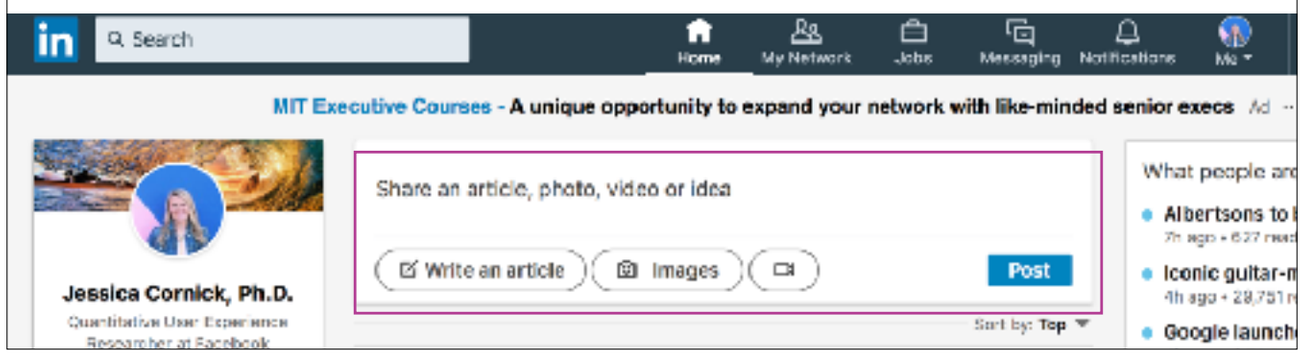
Open to recruiters

- There is a filter on LinkedIn where you can indicate whether you're searching for a new job
- This filter is supposed to be secret from your current employer



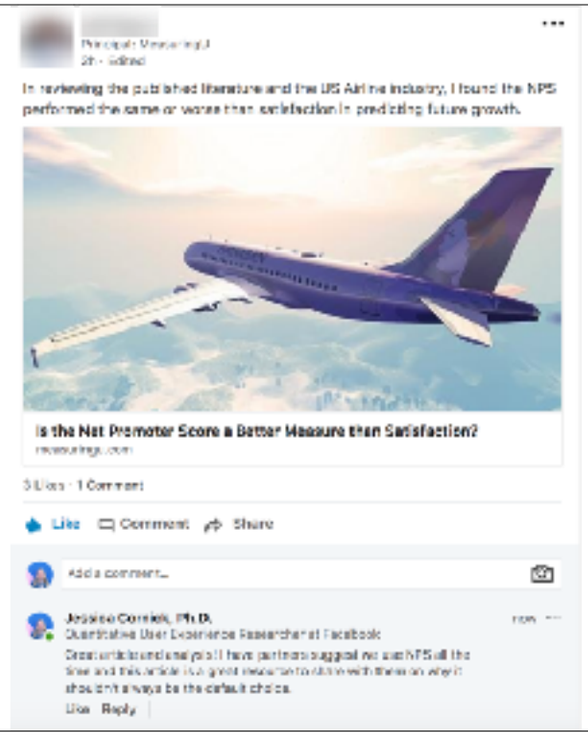
Publish content

- Publishing content is a great way to demonstrate your knowledge and skills as well as demonstrate that you can apply your knowledge to industry



Engage with influencers

- Follow industry influencers and comment on the content they publish (others will see your comments)



Final Thoughts

Final Thoughts

LinkedIn is a tool that requires work and a time investment, the more time and effort you put in, the more you can get from it.

1. Make sure you have a complete and up-to-date profile
2. Grow your network and connect with influencers
3. Leverage the large job database