



Virginia Tech Postdoc Essential Skills Series

LinkedIn and Your Job Search

Wednesday, September 14th, 12-1 PM



RESEARCH AND INNOVATION
VIRGINIA TECH.

LinkedIn – Both a personal branding & networking tool



- Powerful platform for networking
- Used heavily in the corporate world
- Can post/share updates/thoughts, link to publications, other media, & self-author articles on the platform
- See previous presentations on Crafting Your LinkedIn Presence & Leveraging LinkedIn for Networking

Did you know?

There are more than 830 million profiles across 200 countries & regions across the globe

There are 212,000+ Virginia Tech alumni on LinkedIn?

You have FREE access to LinkedIn Learning through Virginia Tech:

<http://linkedinlearning.vt.edu/>

You can practice your responses to common interview questions and receive AI-assisted feedback using their new interview preparation tool

Key LinkedIn Settings, Tools, and Features To Know

First, a few settings to keep in mind:

Settings & Privacy: Visibility of your profile & network

- Profile viewing options:
- *Choose whether you're visible of viewing in private mode*

Editing your public profile & URL

- Edit your custom URL
- *Personalize the URL for your profile.*
- `linkedin.com/in/XXX`

Leverage LinkedIn Alumni Tool to identify potential contacts

[linkedin.com/alumni](https://www.linkedin.com/alumni)

[linkedin.com/school/virginia-tech/people/](https://www.linkedin.com/school/virginia-tech/people/)

Informational Interviews & Career Exploration

Someone is out there living your future...

By talking with people in careers of potential interest, you get a window into a potential future for you.

Informational interviews allow you to, in a way, have a conversation with a future version of you.

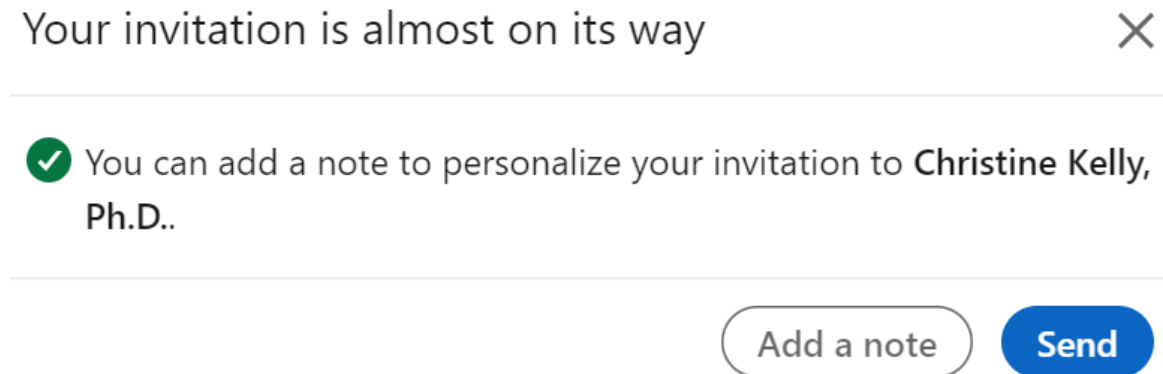
- You can ask questions that matter to you about a career path and focus on your key values and interests.
 - Good work-life balance?
 - High level of autonomy?
 - Work from home?
 - Ability to grow and advance at the organization?

Learn more about:

[career exploration](#), [informational interviews](#)

Connecting & Messaging on LinkedIn

- When requesting to connect with someone on LinkedIn, always add a message/note contextualizing why you are reaching out to connect. You have a 300 character limit in these messages. So keep it brief and to the point!
- The desktop-based site will allow you to add a note after hitting connect.
- When using the LinkedIn app, click on the “...” when on the individual’s profile and choose “Personalize invite” to access the note/message function when you send your connection request.



- **You can access a 1st degree connection’s email (if they provided one in the platform) from the “contact info” link at the top of their profile.**
- **If you are a member of a LinkedIn group, you can message anyone in the group without being connected with them prior! So, find relevant groups to join!!**
 - *This is a helpful feature even if you pay for LinkedIn Premium as you only have 5 InMail credits per month*

Activity: Find 2-3 LinkedIn Groups to Join (5 min)

Search LinkedIn to identify 2-3 groups that you are interested in joining

These could be:

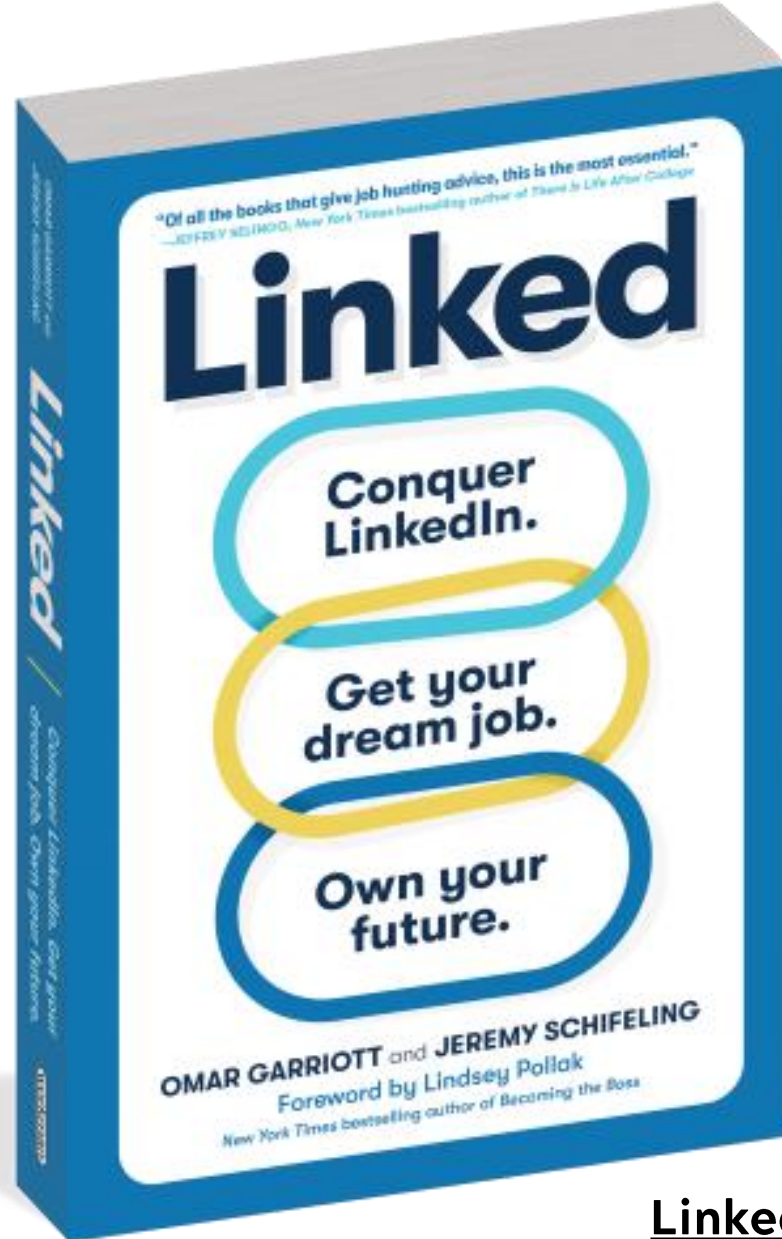
- Subject or area interest groups (precision agriculture)
- Potential career interest groups (UX researcher groups)

Later, once you have been admitted to the group, reach out to 2-3 group members for future **informational interviews**.

<https://bit.ly/UPenn-Info-Interview-Guide>

<https://bit.ly/ImaginePhD-Info-Interview-Guide>

Recruiter Tips Come from LinkedIn Book



LinkedIn Guys - former employees share tips

Optimizing Your Profile for LinkedIn Recruiter

Key Tips based on how Recruiter search works on LI:

- Ensure aspirational job titles are in your headline and/or about section of your profile
- Location still plays a factor - recruiters want to find individuals able to work at least partially in person near new company locations
 - The location on your LinkedIn profile does not have to be your current one
 - Can also indicate geographic preferences in “open to work” setting in your profile
- Include in-demand skills in your headline and/or about sections ([search job postings](#) to ID skills)
- Follow potential employers (shows interest)
- Est connections with employees at employers of interest

“Open to Work” Setting in LinkedIn

Chris Smith, Ph.D. (He/Him)

Neuroscientist ★ Working to unlock human potential ★ Advancing scientific workforce ★ Writer ★ Storyteller ★ Connector ★ Advocate for Postdocs ★ Eternal Optimist

Talks about #highered, #postdocs, #futureofwork, #careerdevelopment, and #scientificworkforce

Blacksburg, Virginia, United States · [Contact info](#)

www.christophertsmith.com

3,351 followers · 500+ connections

Open to

Add profile section

More



Start date

Immediately, I'm actively applying

Flexible, I'm casually browsing

Job types

Full-time ✓

Contract +

Part-time +

Internship +

Temporary +

Tell us what kind of work you're open to

Job titles*

Medical Writer ✕

Add title +

Workplaces*

On-site ✓

Hybrid ✓

Remote +

Job locations (On-site)*

Blacksburg, Virginia, United States ✕

New York City Metropolitan Area ✕

Washington DC-Baltimore Area ✕

Raleigh-Durham-Chapel Hill Area ✕

Philadelphia, Pennsylvania, United States ✕

Up to 5 locations can be selected.
Think strategically about which to include

Who can see you are open to work? Recruiters or everyone?



Recruiters only

People using LinkedIn Recruiter.

Leveraging the About Section for Maximum Impact

While you are limited to 120 characters in your LinkedIn headline, your about section has a 2,600 character limit and is still crawled when recruiters or others search on linked in.

You can leverage your about section to add in additional keywords and skills relevant to careers and jobs you are interested in.

Only the first 330 or 130 characters (depending on if one is on desktop or mobile) of the about section is initially displayed....so it need to pop and be focused at the outset: think key job titles, locations, and skills a recruiter is looking for. Describe who you are and what drives you within a narrative arc (human beings love stories).

Consider listing a few key accomplishments or experiences that speak to your work.

Consider listing specialties/skills explicitly to maximize LinkedIn search

In addition, you can even drop your email address and note to ensure non-first-degree connections or recruiters/others who don't want to use an InMail credit can reach out to you

Sample About Section

I aspire to apply data science techniques to improving human health. Leveraging my background in mathematics coupled with my graduate work in ecology, I have created and tested models of disease transmission across species. With the ability to communicate and collaborate across academic silos, I seek to build reliable and predictive methods to understand and intervene in matters of public health.

- Built a model of West Nile virus transmission rates from mosquitos to humans that accounted for climate and public health measures that proved 80% accurate in predicting disease spread in cross-validation experiments
- Worked with a team of biologists, public health leaders, and computer scientists to test the model using data from department of health in Zambia, which was later adopted to aid in decisions on where to treat for mosquitos in the country.

Skills: Programming in Python, machine learning, predictive modeling, R data analysis and visualization, SQL, fluent in Spanish and Swahili

Contact me: johndoe@vt.edu

How might you edit/modify your About Section to optimize it?

Take ~5 minutes to start outlining changes to your LinkedIn About Section.

What skills or experiences can you list?

What keywords should you add?

How can you summarize your expertise and impact succinctly?

~5 mins in breakout rooms to discuss and share ideas with one another

Research & Connect with Employers/Employees on LinkedIn

Google

Our mission is to organize the world's information and make it universally accessible and useful.
Technology, Information and Internet · Mountain View, CA · 25,742,674 followers

[Ranked on LinkedIn Top Companies](#)

Jocelyn & 8 other connections work here · 298,884 employees

[+ Follow](#) [Visit website](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [Life](#) [People](#) [Insights](#) [Videos](#)

Be sure to follow companies/orgs on LinkedIn to demonstrate interest!

The People tab will bring up search filters similar to the alumni tool

Research Employers on LinkedIn – See Open Jobs

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Create job alert for Google

Get notified when Google posts new jobs that match your interest.

Create job alert

Google has 8,456 job openings - find the one for you.

 UX Researcher


Search


Led to 195 results


Research Employers on LinkedIn – See Open Jobs


Senior Quantitative UX Researcher, Google Cloud


Google · Sunnyvale, CA 5 days ago · 3 applicants

 Full-time · Mid-Senior level

 10,001+ employees · Technology, Information and Internet

 9 connections · 500 school alumni

 Actively recruiting

Apply 

Save

Note: Google's hybrid workplace includes remote and in-office roles. By applying to this position you will have an opportunity to share your preferred working location from the following:

In-office locations: Seattle, WA, USA; Kirkland, WA, USA; New York, NY, USA; San Francisco, CA, USA; Sunnyvale, CA, USA; Atlanta, GA, USA; Boulder, CO, USA; Nashville, TN, USA; Pittsburgh, PA, USA; Chicago, IL, USA; Washington D.C., DC, USA.

Remote location(s): United States.

Minimum qualifications:

- Bachelor's degree in Human-Computer Interaction, Cognitive Science, Statistics, Psychology, Anthropology, related field, or equivalent practical experience.
- 5 years of experience in an applied research setting, or similar.
- Experience in programming languages used for data manipulation and computational statistics (Python, R, MATLAB, C++, Java, Go), and with SQL.
- Product research experience in an applied research setting.

Preferred qualifications:

- Master's or PhD degree in Human-Computer Interaction, Cognitive Science, Statistics, Psychology, Anthropology, or related field.
- 5 years of experience conducting UX research on products and working with executive leadership (e.g., Director level and above).
- 3 years of experience managing projects, and working in a large, matrixed organization.
- Excellent command of research questions within a given domain, and of technical tools for the analysis of data within that field.
- Proficiency in programming computational and statistical algorithms for large data sets.
- Demonstrated expertise in descriptive, inferential, and multivariate statistics, including t-test and ANOVA, and experimental design.

About The Job

At Google, we follow a simple but vital premise: "Focus on the user and all else will follow." Quantitative User Experience Researchers make this possible.

Google User Experience (UX) is made up of multi-disciplinary teams of UX Designers, Researchers, Writers, Content Strategists, Program Managers, and Engineers who care deeply about the people who use our products. The UX team plays an integral part in gathering insights about the attitudes, emotions, needs, and behaviors of people who use our products to inspire and inform design. We collaborate closely with each other and with engineering and product management to create industry-leading products that deliver value for the people who use them, and for Google's businesses.

As a Quantitative User Experience Researcher (Quant UXR), you'll help inform your team of UXers, product managers, and engineers about user needs. You'll play a critical role in creating useful, usable, and delightful products. You'll work with stakeholders across functions and levels and have impact at all stages of product development.

Steps to Take to Grow Your Network

- Consider importing your address book contacts to allow LinkedIn to automate connection invites
- Info on importing your mobile address book and syncing phone contacts using the LinkedIn app
- Why? 1st Degree connections can help introduce you to individuals you find via Alumni or other search features if they are connected with that individual
- Identify LinkedIn groups you may want to join and leverage them to reach out to individuals doing work you are interested in learning more about
- Connect with alumni from your past and current institutions

[linkedin.com/alumni](https://www.linkedin.com/alumni)



Additional Readings & Resources

- **Join our VT Postdocs Past & Present LinkedIn Group!**
 - bit.ly/VT-postdoc-linkedin-group
- **LinkedIn Help**
- **Craft a LinkedIn profile video**
- **Record your name pronunciation in your profile**
- **Set up job search updates/alerts in your account**
- **Open to work feature: Let recruiters know you are looking for opportunities**
- **LinkedIn Guys - former employees share tips**
- **Crafting an effective LinkedIn presence**



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