

LINKED-IN AND HOW TO USE IT

Dr. Ben Carter

[Manchester.ac.uk/careers](https://manchester.ac.uk/careers)

www.linkedin.com/in/bencartercareers

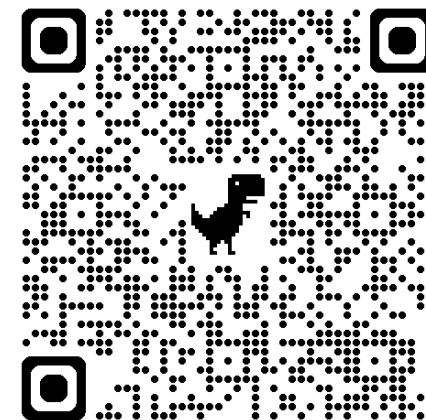
**CAREERS
SERVICE**





Flexible
Learning

**FREE ACCESS
TO LINKEDIN LEARNING**



**WHY HAVE A
LINKED-IN PROFILE?**

**BUILD A
NETWORK**

Keep track of
your network

Show off a CV

FIND CAREER
INSPIRATION

FIND A JOB
OR
INTERNSHIP


Establish a
reputation

Explore
postgraduate
study


Find
communities

Build a business

Resources



The University of Manchester

 Careers Service

Search the site

Which career [Jobs / experience](#) **[Applications / interviews](#)** [International](#) [Support](#) [Events](#) [CareerConnect](#)

[← Careers Service](#)

[← Applications / interviews](#)

[✓ Using LinkedIn](#)

Using LinkedIn Videos

What is LinkedIn and why is it useful for students?

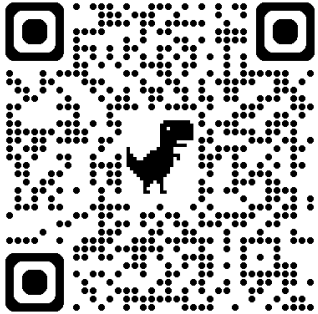
LinkedIn is a key global professional networking site and is an invaluable tool for students to network with alumni and recruiters. Employers are also using LinkedIn as a recruitment tool.

LinkedIn is useful for:

- Developing a professional online profile to complement your CV
- Making contacts with people working in your chosen sector.
- Searching for organisations to target by your location of preference, or industry sector.
- Researching jobs and different types of job and career paths.

Further Resources

- > [LinkedIn- where can I find other companies like this one?](#)
- > [LinkedIn- how do I know if this postgraduate course is right for me?](#)



Meet your FSE Careers Team



Amanda Conway
Careers Manager



Ben Carter
Careers Consultant



Helen Frost
Careers Consultant



Penney Gordon-Lanes
Careers Consultant



Yufei Song
Careers Advisor



Jed Harris
Careers & Employability Intern

Meet your FBMH Careers Team



Amanda Conway
Careers Manager



Emma Brewin-Caddy
Careers Consultant



Suzanne Creeber
Careers Consultant



Billi Charrington-Golland
Careers Advisor



Stefanie Cunliffe
Careers Advisor

Meet your Humanities Careers Team



Caroline Everson
Careers Manager



Sophie Coller
Careers Consultant



Gareth Frier
Careers Consultant



Delia Goodwin
Careers Consultant



Ushma Khadia
Careers Consultant



Helen Rossiter
Careers Consultant

Meet your Humanities Careers Team



Rachel Brunt
Careers Advisor



James Ellis
Careers Advisor



Grace McDermott
Careers Advisor



Sam Pursglove
Careers Advisor

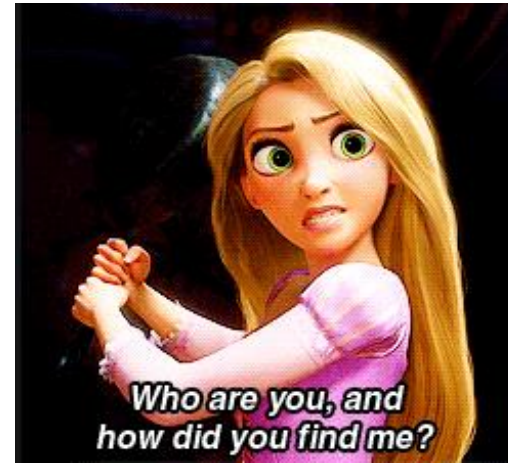
LET'S
TAKE A LOOK...

1. Finessing the profile



- **Photo** to prove you're human
- **Headline**, make it work hard for you
- **About** – top three lines: what you're looking for and what you've got
- **Experience, Volunteering, Causes, Projects** etc. – be careful about how you split your material
- **Skills** – populate this well, and be specific (especially with technical skills)
- **Recommendations** – be selective
- **Interests** – follow companies of interest on LinkedIn to get their news updates

2. Connecting with etiquette



- Finesse your profile
- **Visit their profile first** (leave your “calling card”)
- **Personalise** your message to establish any connection
- **ALWAYS** connect from within the person’s profile page, not a list of search results
- **ALWAYS**, when using the mobile LinkedIn app, select “Personalise...” from the • • • menu; don’t just click Connect
- **Give them a reason** to link with you
- **Don’t ask for a face-to-face meeting** before they have connected with you (unless you already know them)

3. Wielding the tools

- Finesse your profile
- Connect with etiquette
- **Alumni Tool**
 - Make connections with common ground
 - What have others done with my degree?
 - Is this Master's degree any good?
- **News feed and posting**
 - Find time to look through the news feed
 - Like, Share and Comment on others' posts
 - Post updates, and eventually more
- **Groups and following**
 - The more you follow, the more news you get
 - More common ground





Holly Prescott ✓ · 1st

PhD Careers Specialist | Supporting researchers' career transitions |
Academia to Industry | Trainer | FHEA | QCG | PhD



Chris Humphrey ✓ (He/Him) · 1st

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ashleyruba.com



Ashley Ruba, PhD ✓ (she/they/dr) · 2nd

I help PhDs launch fulfilling non-academic careers ♥ | Dev Psych PhD
→ Human Factors Engineer | Career Strategist and Mentor to 125+
Transitioning Academics 🌻



After Academia



University of Washington



Holly Prescott • 1st

PhD Careers Specialist | Supporting researchers' career transitions | Academia ...
1d • 🌐

Chuffed to appear in [Angela Priest's](#) 'Top 20' list of folks to follow for post-PhD support! ...more



Angela Priest (She/Her) • 1st

COO | PhD Career Mentor | Build High-Performing Teams
3d • 🌐

Transitioning from academia to industry can feel like stepping into a foreign country without knowing the language or customs. ...more



@angela-s-priest

Top 20 People to Follow for Help During and After Your PhD

For Help Navigating Academia



Robert Harris



Emmanuel Tseklevs



Asad Naveed



Lennart Nackes



Andrew Churchill



Razia Aliani



Banda Khalifa

For Help Navigating Industry



Elena Hoffer



Rachel Kargas



Christopher Chin



Gertrude Nonterah



David Tang



Jennifer Polk



Dr. Eleonore



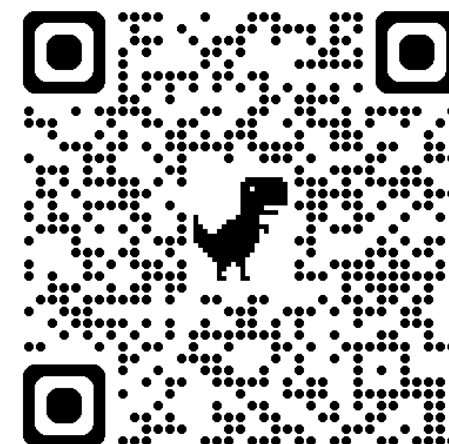
Ali Divan



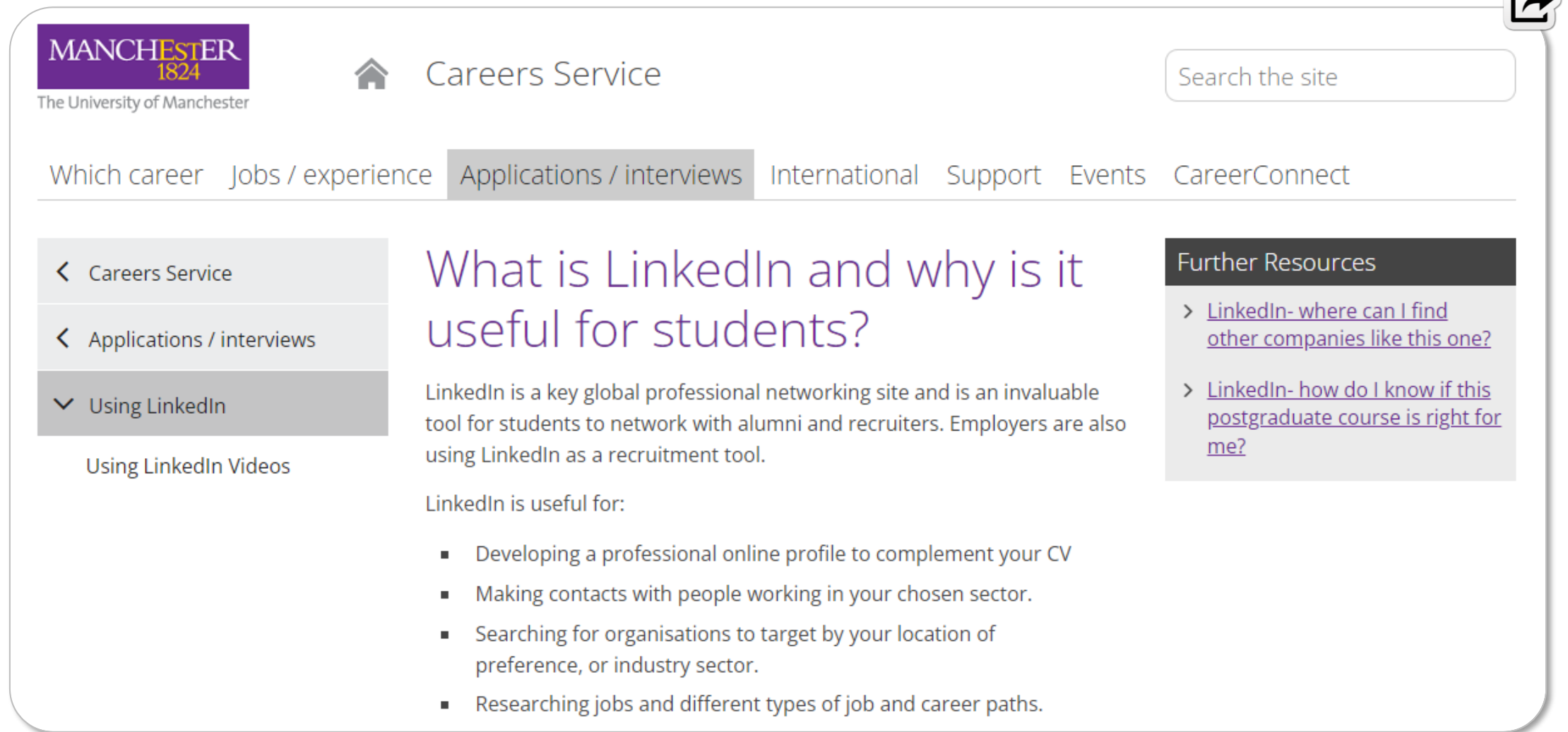
Summer Kim



Ashley Moses



Resources



The screenshot shows the Careers Service website for The University of Manchester. The header includes the university logo, a home icon, the text 'Careers Service', and a search bar. A navigation menu contains links for 'Which career', 'Jobs / experience', 'Applications / interviews' (which is highlighted), 'International', 'Support', 'Events', and 'CareerConnect'. On the left, a sidebar shows a breadcrumb trail: 'Careers Service' > 'Applications / interviews' > 'Using LinkedIn' (which is selected). Below this is a link to 'Using LinkedIn Videos'. The main content area features the title 'What is LinkedIn and why is it useful for students?' in purple, followed by a paragraph explaining LinkedIn's value for students and employers. Below this, it states 'LinkedIn is useful for:' and lists four bullet points. On the right, a 'Further Resources' section provides two links: 'LinkedIn- where can I find other companies like this one?' and 'LinkedIn- how do I know if this postgraduate course is right for me?'.

MANCHESTER
1824
The University of Manchester

Home Careers Service Search the site

Which career Jobs / experience Applications / interviews International Support Events CareerConnect

< Careers Service

< Applications / interviews

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QUESTIONS?

EXPLORE PREPARE APPLY CONNECT

[Manchester.ac.uk/careers](https://manchester.ac.uk/careers)

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www.linkedin.com/in/bencartercareers