

MANCHESTER
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The University of Manchester

CAREERS
SERVICE

LINKEDIN AND HOW TO USE IT

Ben Carter
Johanne Gilroy
[Manchester.ac.uk/careers](https://manchester.ac.uk/careers)



Resources



Careers Service

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✓ Research postgraduates

Understanding your PhD skills

Research postgraduates – current and recent

Your PhD journey will have a lasting impact on your career, and rightly so. The years of research will grow and refine your skill set, equipping you as a future research professional. We recommend that you treat your PhD as a full-time job, and refer to it as such when considering your future, and when making applications. It has the same potential to develop your career as any graduate or professional role.

To best explore your career potential, the Careers Service works in partnership with the Research team. Look to Careers for individual support and guidance with career direction, networks and an ap Researcher Development can provide training, workshops and skill development throughout your

> [Researcher Development](#)



**WHAT DO YOU THINK OF
WHEN YOU HEAR...
"LINKEDIN"?**



What do you think of when you hear "LinkedIn"?

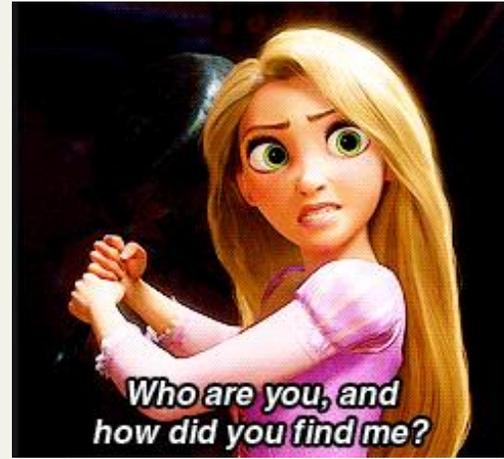


1. Finessing the profile



- **Photo** to prove you're human – this is not a CV
- **Headline**, make it work hard for you
- **About** – top three lines: what you're looking for and what you've got
- **Experience, Volunteering, Causes, Publications** 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, organisations and persons 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, if possible
- **ALWAYS** connect from within the person’s profile page, not a list of search results
- **The mobile app is different;** when using the LinkedIn mobile 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)
- **Connect with your Careers Teams** to extend the reach of your profile

FSE Careers Team



Amanda Conway
Careers Manager



Ben Carter
Careers Consultant



Helen Frost
Careers Consultant



Penney Gordon-Lanes
Careers Consultant



Marieta Mikulevic
Careers Advisor



Yufei Song
Careers Advisor



Uzdah Jawaid
Careers & Employability Intern

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Amanda Conway
Careers Manager



Emma Brewin-Caddy
Careers Consultant



Suzanne Creeber
Careers Consultant



Stefanie Cunliffe
Careers Advisor



Abi Tilston
Careers & Employability Intern

Humanities Careers Team



Caroline Everson
Careers Manager



Sophie Coller
Careers Consultant



Gareth Frier
Careers Consultant



Johanne Gilroy
Careers Consultant



Delia Goodwin
Careers Consultant



Ushma Khadia
Careers Consultant



Helen Rossiter
Careers Consultant

Humanities Careers Team (continued)



James Ellis
Careers Advisor



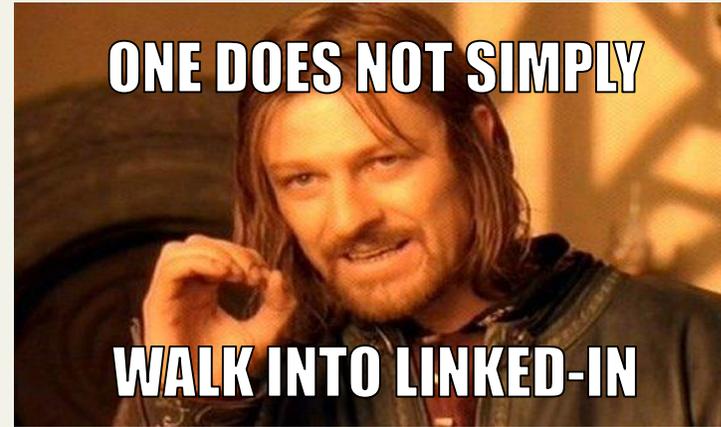
Grace McDermott
Careers Advisor



Sam Pursglove
Careers Advisor

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



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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?](#)



Resources



Flexible
Learning

**FREE ACCESS
TO LINKEDIN LEARNING**



QUESTIONS?

The bottom of the slide features a series of five parallel, diagonal lines in a light green color, sloping upwards from left to right.

**EXPLORE
PREPARE
APPLY**

THANKS FOR LISTENING

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

