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CAREERS SERVICE

LINKEDIN AND HOW TO USE IT

Johanne Gilroy
Claudia Spencer
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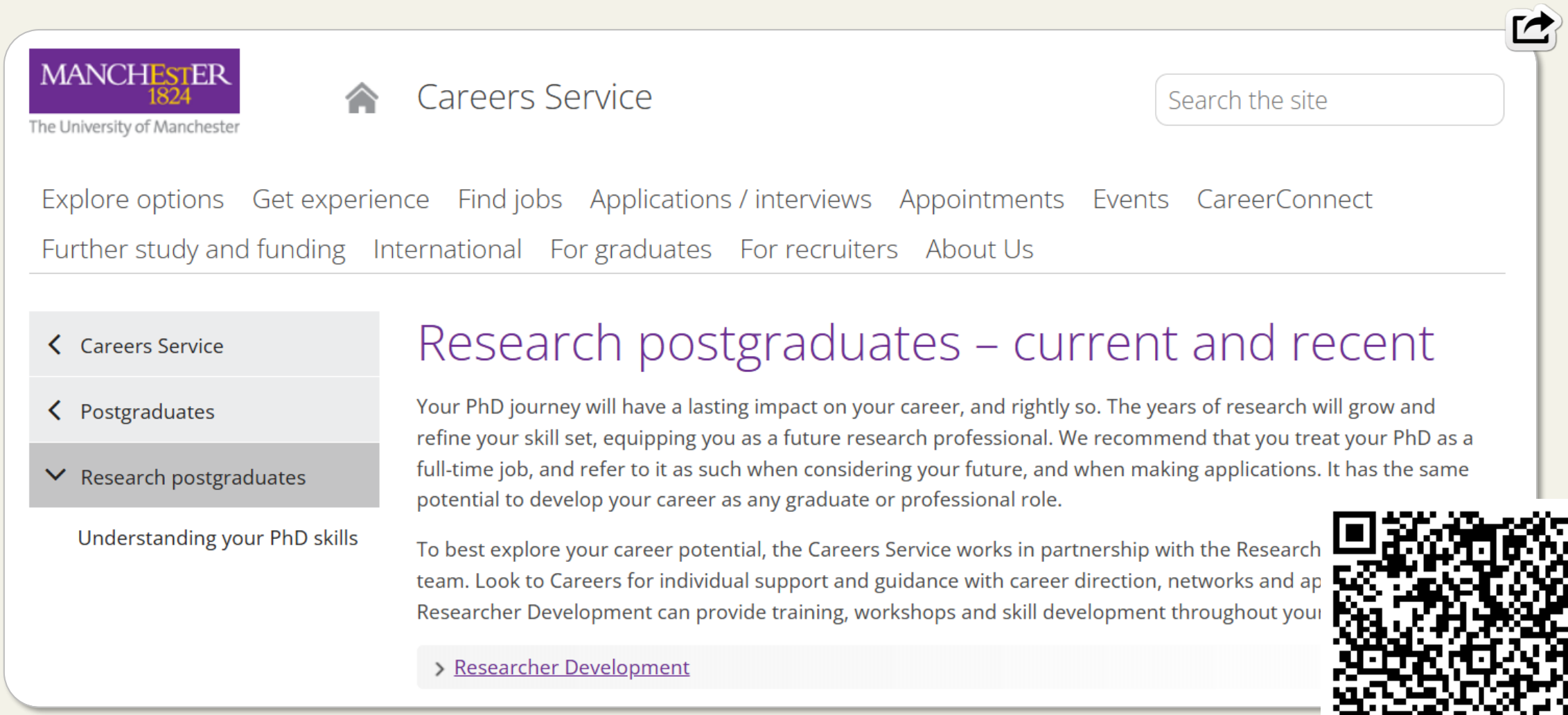
Manchester.ac.uk/careers



Resources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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 ap
Researcher Development can provide training, workshops and skill development throughout your
Researcher Development

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

Which words come to mind when you think about 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

Meet your Careers Team

Humanities



Caroline Everson
Careers Manager



Gareth Frier
Careers Consultant



Sophie Coller
Careers Consultant



Johanne Gilroy
Careers Consultant



Ushma Khadia
Careers Consultant



Helen Rossiter
Careers Consultant



Siobhan Johnston
Careers Consultant



Anna Doherty
Careers Advisor



Sam Pursglove
Careers Advisor



Grace McDermott
Careers Advisor



James Ellis
Careers Advisor

Meet your Careers Team
Biology, Medicine and Health



Amanda Conway
Careers Manager



Emma Brewin-Caddy
Careers Consultant



Suzanne Creeber
Careers Consultant



Claudia Spencer
Careers Advisor



Billi Charrington-Golland
Careers Advisor

Meet your Careers Team
Science and Engineering



Amanda Conway
Careers Manager



Helen Frost
Careers Consultant



Ben Carter
Careers Consultant



Penny Gordon-Lanes
Careers Consultant



Sarah Carswell-Bowmer
Careers Advisor



Marieta Mikulevic
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

Let's work together to create more impact • Sustainable Finance • Conscious Careers • Thriving Communities

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

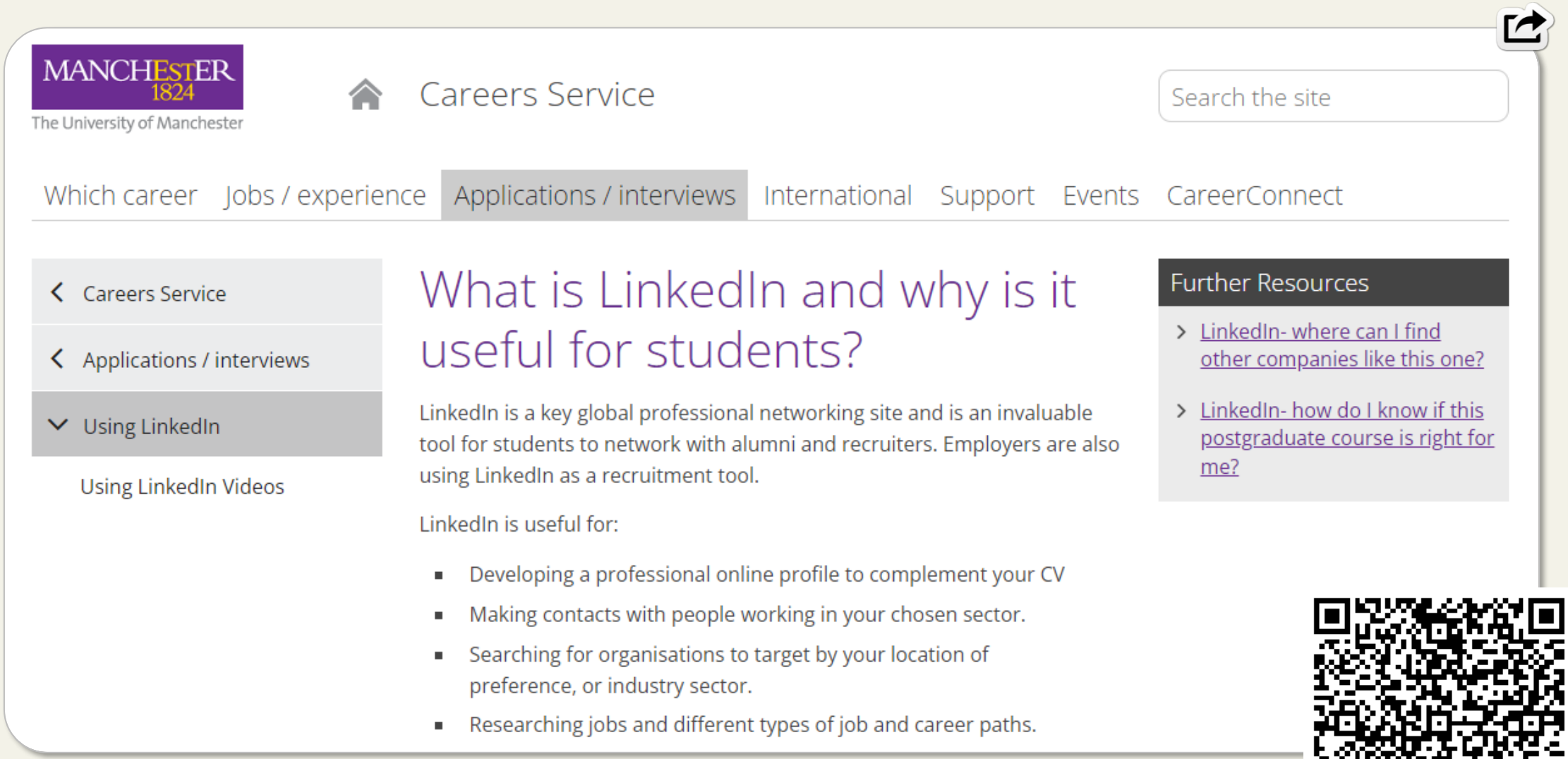
COO | PhD Career Mentor | Build High-Performing Teams

3d •

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



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



QUESTIONS?

EXPLORE
PREPARE
APPLY
THANKS FOR LISTENING

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