

Harnessing LinkedIn to build your Creative, Cultural and Academic Profile & Network

Liz Wilkinson

TECHNE Careers Consultant

1

technē

SESSION OUTCOMES

We will explore:


- How can you work smart with LinkedIn to build your professional credibility and profile?
- How can you craft your LinkedIn profile to send the right message?
- How can you strategically expand your LinkedIn professional network?

Inkpath details

From 19/05/2022 13:00 to 19/05/2022 14:00

--- PLEASE NOW MARK YOUR ATTENDANCE AT THIS ACTIVITY ---

Mobile App Users


1. Open the Inkpath App
2. Press this button 
3. Scan this QR Code



4. Confirm attendance

Complete

Web Users

1. Open webapp.inkpath.co.uk
2. Press this button 
3. Enter this unique code

1652895798

4. Press

Submit

5. Confirm attendance

Complete

Liz Wilkinson, TECHNE Careers Consultant

- 32 Years in Careers and Recruitment
- Former Director of Careers and Employability at Royal Holloway
- PGR Careers Lead at Kings College London
- MA Classics (Oxford) & PGCert in Learning and Teaching
- Academic & Postgrad Careers Specialist
- 9 jobs/ 34 years, Working through my 4th recession
- [linkedin.com/in/lizgwilkinson](https://www.linkedin.com/in/lizgwilkinson)

Contact via techne.careers@careers.lon.ac.uk

ACTIVITY: INTRODUCTIONS

- **Using the chat box, share your year of PhD study, your institution and summarise your discipline (s) in 2/3 words**
- e.g. Year 3 (Kingston), Geography & Visual Art

Spelling etc doesn't matter in the chat box

How do you use LinkedIn?

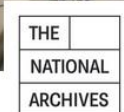
1. Newbie: Not yet joined
2. Lurking: Created profile but not done much with it
3. Out-of-Date: Need to update my profile
4. Connected: Message peers on LinkedIn regularly
5. Informed: Use it as a source of professional news
6. Other

Type any that apply into the chat box

3 Strategic Purposes of LinkedIn

Grow your market knowledge and insights	Keep up-to-date with industry trends	Research employers of interest
Grow your professional community and network	Keep in touch with warm contacts	Reach out to new people
Raise your profile and your opportunity awareness	Find out about job opportunities	Create a market-relevant and credible profile that is easy to find

Research organisations: news and opportunities



The National Archives, UK

Museums, Historical Sites, and Zoos · Richmond, Surrey · 19,385 followers

 Mollie works here · 411 employees

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About

The National Archives is the official archive of the UK government for England and Wales and the sector leader for archives in England. We are the government's knowledge and information champions, pioneers in the field of managing information. Our role is to make sure that key government information is sustainable - that it remains access... see more

[See all details](#)

Recently posted videos



Rachael is our Inclusion and Change Manager, and she works within the archives sector to make archives more accessible. She tells us how the past year has affected her work, both creating and removing obstacles to inclusion, and how archives pay an important part in supporting well being. #IWD2021 #Choosetochallenge



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Create job alert for The National Archives, UK

Get notified when The National Archives, UK posts new jobs that match your interest.

[Create job alert](#)

The National Archives, UK has 8 job openings - find the one for you.

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Head of Audiences

The National Archives, UK
Richmond, England, United Kingdom



Head of Diversity, Equity and Inclusion

The National Archives, UK
Richmond, England, United Kingdom



Senior User Experience Researcher

The National Archives, UK
Richmond, England, United Kingdom



History Enthusiasts Group

60.7K members

The **History** Enthusiasts Group is a forum for all men and women that have a passion for history. Discussions and contributions could span across archaeology, art, biography, genealogy, military and all that is history.



History and Philosophy of Science

25.6K members

This group is for scholars and enthusiast with a keen interest in the **history** and philosophy of science and mathematics



Ancient History Group

23.4K members

This is a group for individuals with a passion for the ancient world: ancient Egypt, Rome, Greece but also Mesopotamia, Palestine, Persia, India, China, and the Pre-Columbian Americas, etc. We also occasionally have...



Medieval and Renaissance Art, Antiques, Architecture, Archaeology and History

18.9K members

The purpose of this group is to share both knowledge and enthusiasm about Medieval and Renaissance Art, Antiques, Architecture, Archaeology and History. People that have interesting information about coming exhibitions and...



History Teachers

15K members

This is a site to talk shop, exchange ideas, new websites that you have found, trade lessons, make friends, develop relationships between different levels of teaching **history**, and have fun with history. I see this as aimed at secondary...



History Book Shelves

13.9K members

Recommend any **history** books.



American History

13.3K members

This is a group for all lovers of American History; all periods, all topics, all political viewpoints. Let's share favorite books, historical sites, etc.

British Military History

**Enthusiasts
cluster in
groups**

technē

Have something to talk about

What's changing in the field?
(aka Industry Trends)

Type into the chat box what example of a trend, change or development that you would be interested in hearing a contact's perspective on?

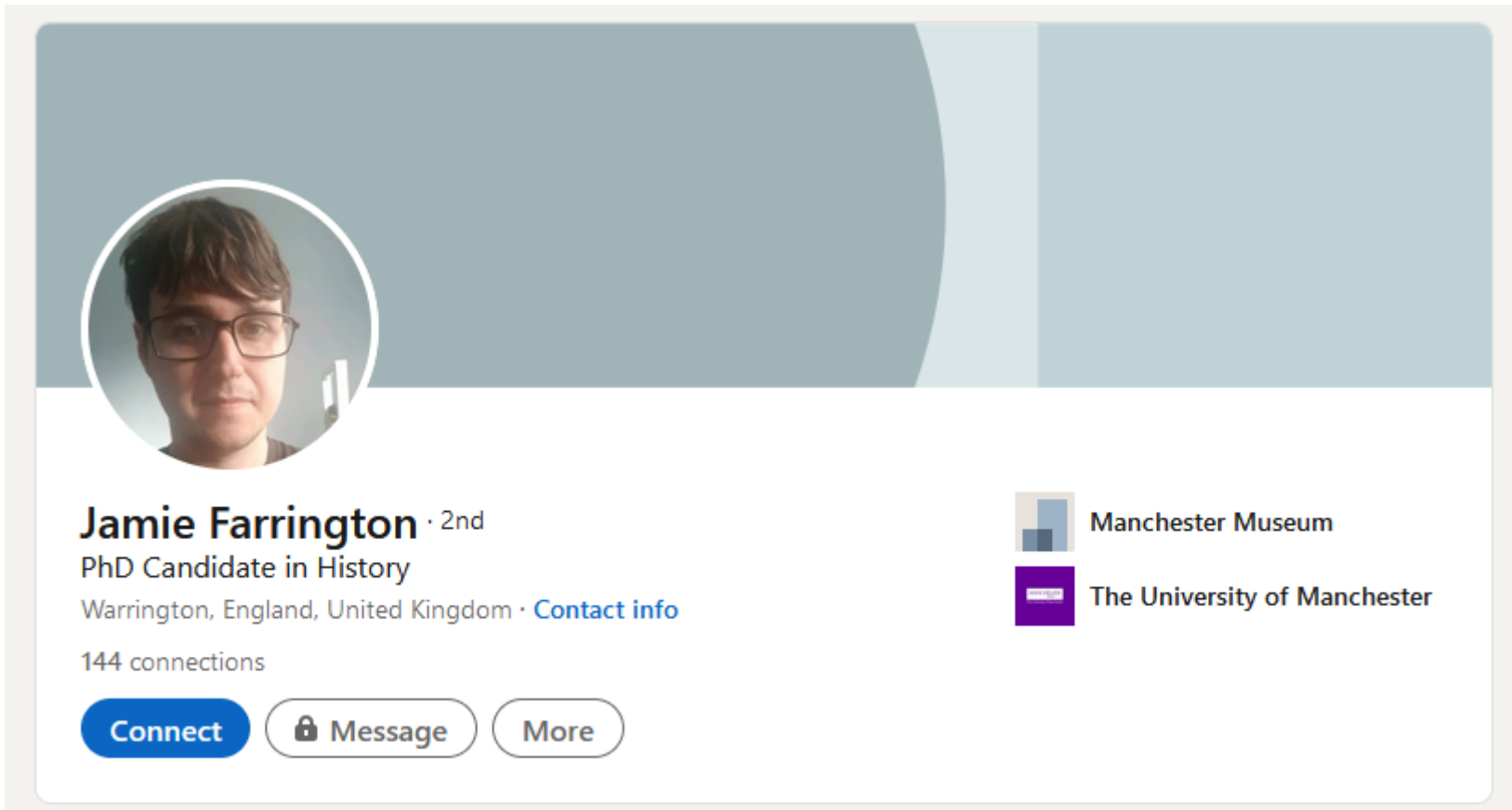
Who could I talk to differently?

Already warm	Could be warmed up
Friends/Family	Friends of friends
Fellow students	Alumni
Colleagues/former colleagues	People working for an organisation I'm interested in
Supervisor & other academics	Academics in other unis researching in my field
WHAT NEW QUESTIONS COULD I BE BRINGING TO THESE CONVERSATIONS?	HOW CAN I GET ON THEIR RADAR IN A LOW KEY WAY AND STRIKE UP CONVERSATION?

Create online profile: necessary & sufficient

- 30 second impact
- Photos in the right dress code/visual tone
- Headline – specialism & experience
- Align to a professional/creative sector
- Evidence your claims
- “Specific hooks” not generic buzzwords
- It’s always a “work in progress”

Necessary & sufficient?





A LinkedIn profile card for Jamie Farrington. The card features a circular profile picture of a man with glasses and dark hair. Below the picture, the name 'Jamie Farrington' is displayed in bold, followed by '· 2nd' and 'PhD Candidate in History'. The location 'Warrington, England, United Kingdom' and a 'Contact info' link are listed below. The card also shows '144 connections' and three interaction buttons: 'Connect', 'Message' (with a lock icon), and 'More'. To the right of the profile information, two organizational affiliations are listed: 'Manchester Museum' and 'The University of Manchester', each with its respective logo.

Jamie Farrington · 2nd
PhD Candidate in History
Warrington, England, United Kingdom · [Contact info](#)

144 connections

[Connect](#) [Message](#) [More](#)

 Manchester Museum
 The University of Manchester

Still simple, more impact



Emily Dawes · 2nd

PhD Student in Chinese History at SOAS

United Kingdom · [Contact info](#)

500+ connections



4 mutual connections: Jai Shah, Dr. Kathy Williams, and 2 others



SOAS University of London

Connect

About

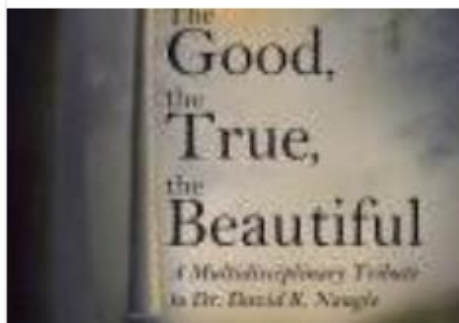
PhD student at SOAS researching the interactions between Chinese Islam and Western Christianity during the late nineteenth century

Featured adds punch: History PhD

Featured

Post

I am pleased to share my first article-length publication: 'An...



The Good, the True, the Beautiful
books.google.com • 1 min read



1 comment

Image



**Overall Winner, UoB Research
Poster Conference 2018**

It was such a privilege to participate in the Research Poster Conference in the beautiful Great Hall at the University of Birmingham. I was completely surprised and honored to be...

Link



**Hannah Briscoe, Birmingham
2018 3MT Finalist**

YouTube

Hannah Briscoe School of History and Cultures, College of Arts and Law University of Birmingham
3MT Title: Little lights in a big world: Missionary children ...

Featured provides background: history professor

Featured

Link



Open Access Book: Moonshots at Cancer - The Roche Story...
research.manchester.ac.uk

This book tells the story of Hoffmann LaRoche's engagement with oncology from the 1950s to circa 2010, using the Roche story as a case study for the role of industry in the search for...

Link



Dr Carsten Timmermann MSc, MA, PhD

research.manchester.ac.uk

Carsten's profile page on the University of Manchester website, with information on publications as well as teaching and other activities.

Link



Museum of Medicine and Health
sites.bmh.manchester.ac.uk

The Museum of Medicine and Health is one of the most extensive collections of medical artefacts in England. Spanning over 300 years, the collection represents a significant...

Activity sends a positive message


Creative writing student: sample Activity

Activity + Follow

177 followers


Leon-Paul Lynn commented on a post • 6d

Laura Reilly I've have really appreciated your work these last few years :)

 49 31 comments

Leon-Paul Lynn commented on a post • 6d

Well-deserved Laura!

 49 31 comments

[Show all activity →](#)

Keep experience simple

Experience



King's College London

2 yrs 9 mos

- **PGR Representative on the History Department Disability & Inclusion Committee**

Jan 2022 - Present · 5 mos

- **Seminar Teacher**

Jul 2021 - Present · 11 mos

Seminar Tutor / Graduate Teaching Assistant for 'Politics and Society from 1780-1945' History course at King's College London

- **Doctoral Training Programme ESRC Candidate in PhD History**

Full-time

Sep 2019 - Present · 2 yrs 9 mos

London, United Kingdom

London Interdisciplinary School Doctoral Partnership Programme scholarship winner in MA Public Policy and PhD History, specialising in Gender, Public Policy, Health Policy, Spanish and English Oral History, lo ...see more

Show all 4 experiences →

Align your profiled skills to your ambitions

Skills

Communication · 5

Research · 6

Public Speaking · 2

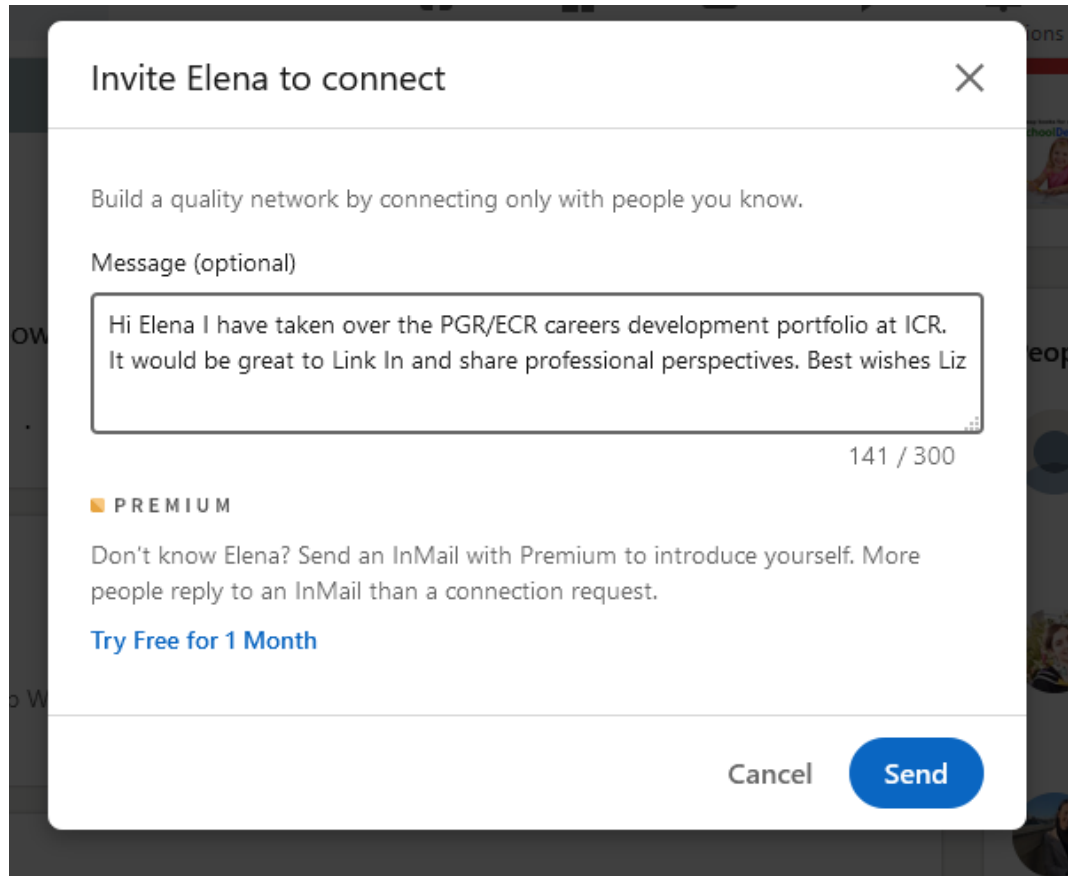
Show all 22 skills →

Who do you Link In with?

1. Current colleagues
2. Former colleagues
3. Contacts of contacts
4. Techne & uni alumni
5. People you met at a conference/webinar
6. Strangers that work at an organisation of interest

Type your preferred approach into the chat box

Personalise your approaches

A screenshot of a LinkedIn 'Invite Elena to connect' dialog box. The dialog has a title bar with a close button (X) in the top right. Below the title, there is a sub-header 'Invite Elena to connect'. The main content area contains the text: 'Build a quality network by connecting only with people you know.' followed by 'Message (optional)'. A text input field contains the message: 'Hi Elena I have taken over the PGR/ECR careers development portfolio at ICR. It would be great to Link In and share professional perspectives. Best wishes Liz'. Below the input field, the character count '141 / 300' is displayed. Underneath, there is a 'PREMIUM' label with a small orange square icon. Below that, there is a paragraph: 'Don't know Elena? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.' followed by a blue link: 'Try Free for 1 Month'. At the bottom right of the dialog, there are two buttons: 'Cancel' and 'Send' (which is highlighted in blue).

REINVENTION & PRESENTING A NEW NARRATIVE


- Forward-facing
- Positive
- Coherent

“I am developing my expertise in X in response to the changes in Y and I am looking for contacts/experience in Z”

Share Profile Changes with Your Network

You can choose to notify **your network** about important changes made to certain sections of your LinkedIn profile. Enabling notifications about your profile changes may generate a post in your network's feed, an in-app notification, or an email notification.

To adjust notifications sent to your network about profile changes:

1. Click the  **Me** icon at the top of your LinkedIn homepage.
2. Select **Settings & Privacy** from the dropdown.
3. Click the **Visibility** tab on the left.
4. Under the **Visibility of your LinkedIn activity**, click **Change** next to **Share job changes, education changes, and work anniversaries from profile**.
5. Switch the toggle to **Yes** to share your profile edits or **No** to stop sharing your profile edits.
 - Your changes will be saved automatically.

You can also adjust your notification preferences while you're making changes to your profile from a computer by using the toggle in the **Share with network** section.

LinkedIn Premium benefits- match the minutes to the cost

Premium Career features

Candidates with Premium Career get hired an average of 2X as fast.



Private Browsing

Browse anonymously while still seeing your profile views



Top Applicant Jobs

See jobs where you'd be a top applicant and may have an edge over other candidates



Applicant Insights

See how you compare to other candidates



Who's Viewed Your Profile

See who's viewed you in the last 90 days and how they found you



Direct messaging to recruiters

Reach out directly to any recruiter or job poster with 3 InMail credits



Online video courses

Get the most in-demand business, tech and creative skills taught by industry experts with LinkedIn Learning



Instant access to salary insights

See salary details when browsing jobs without sharing your personal data



Interview Preparation

Prepare for commonly asked interview questions with sample answers from experts and hiring managers

TIME FOR ENCOURAGEMENT?

“I find conversations with strangers so embarrassing”

“I’m not the sort of person who has a LinkedIn profile”

“I don’t have the contacts to network effectively”

“I’m falling down a social media time sink?”

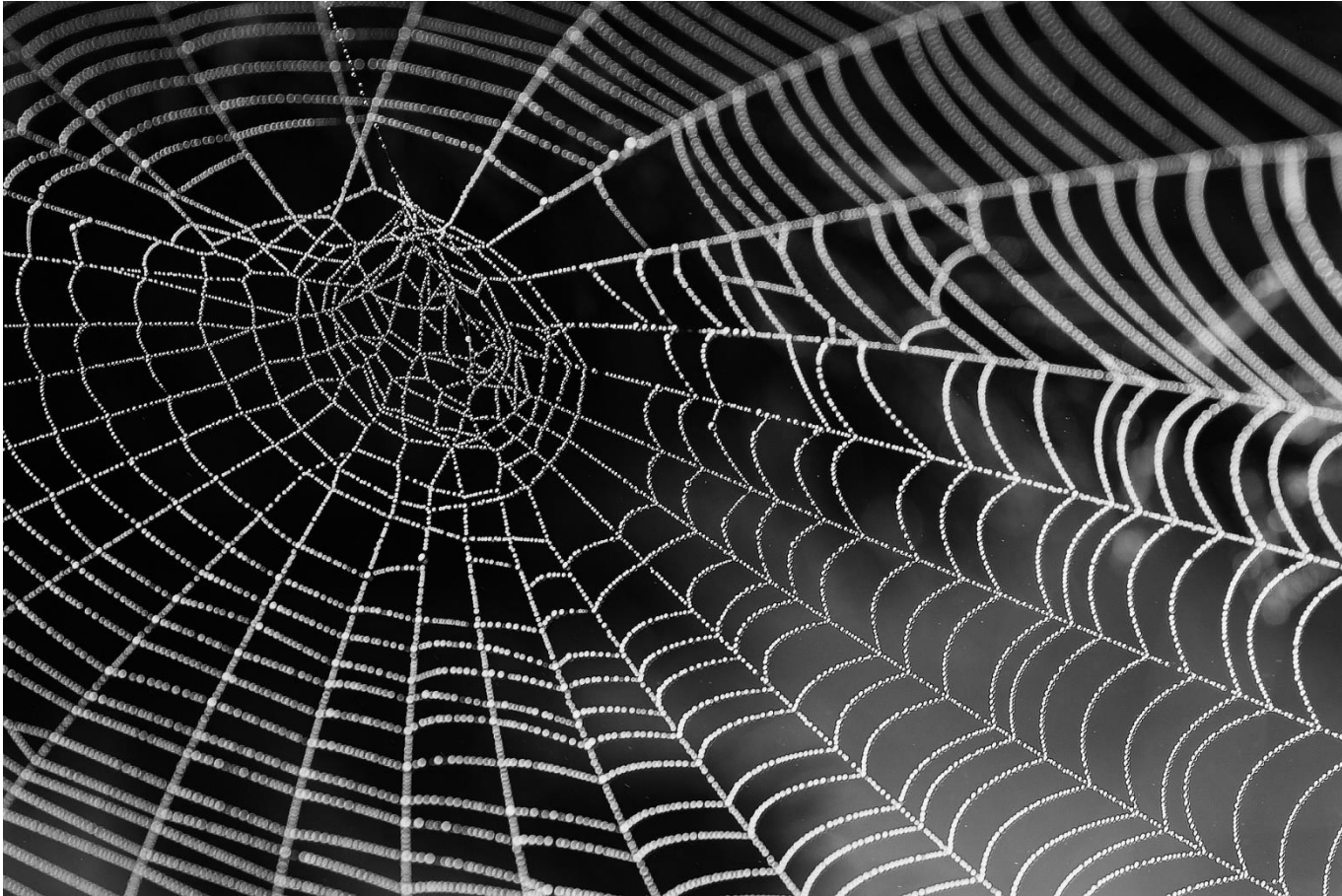
Do you need a step back, some new boundaries or some fresh conversation?

ACTIVITY: What would you say to a friend who said this?

SOCIAL MEDIA IS A GREAT PLACE

- To meet other enthusiasts
- To be inspired by other enthusiasts
- To find out about developments in your area of interest
- To strike up conversation by commenting on other's posts
- To showcase your creative and professional practice and research

WEAVE THE WEB



Connect with Techne doctoral
researchers and alumni



Techne DTP

A place for Techne doctoral researchers and alumni to stay in touch and to share news and opportunities

Higher Education · 21 followers

+ Follow

Visit website 

More

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About

Techne supports outstanding students pursuing the 'craft' of research through innovative, interdisciplinary and creative approaches across the range of the arts and humanities. The Techne consortium comprises nine universities in London and the South-East and has almost 60 AHRC studentships to award each year across a range of arts and hu... [see more](#)

[See all details](#)

techne

Next Steps

- Name one thing you are going to do as a result of this webinar in terms of **improving your engagement with LinkedIn**
- It could be something you'll do, read, discuss, write about, reflect on, think about....

Type your next step into the chat box

1:1 CAREERS SUPPORT AND CAREERS WEBINARS

Careers Sessions at Congress on 22/6

- **Creating engaging CVs, job applications & funding proposals**
- **Engaging PhD Career Options Outside the Academy**

1:1 Career Coaching Slots available every month

techne.careers@careers.lon.ac.uk

Look out for the monthly Techne Careers Bulletin


YOUR FEEDBACK MAKES THE TECHNE CAREERS SERVICE STRONGER – LINK IN CHAT BOX

Inkpath details

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Complete

Web Users

1. Open webapp.inkpath.co.uk
2. Press this button  Record Attendance
3. Enter this unique code

1652895798

4. Press

Submit

5. Confirm attendance

Complete

Thanks and see you soon

