LinkedIn For Scientists

Hannah Hathaway, Ph.D
hannah.hathaway@ucdenver.edu
linkedin.com/in/hannahhathaway
Twitter: @HathawayPhD

March 27, 2018
Learning objectives

- Understand appropriate level of detail for profile
- Do’s and Don’ts of LinkedIn
- Know how to use LinkedIn to build your online presence
- Use knowledge to create an effective profile and build your online “brand”
1. Why scientists should use LinkedIn
2. **Exercise**: identifying keywords, writing headline and summary
3. Profile tips
4. **Exercise**: sending messages
5. **Exercise**: feedback on LinkedIn profile
Why is LinkedIn useful?

- Sell yourself!
- Expand and strengthen professional network
- 92% of recruiters check social media
  - 87% use LinkedIn, 55% Facebook, 47% Twitter
- Way to set up informational interviews
- Check out potential employers, companies
What about ResearchGate?

Pros:
- Science-specific features
- Citation metrics
- Great Q&A forums

Cons:
- Not great for networking
- Not widely used outside academia
PART I
Your LinkedIn Profile
LinkedIn checklist

- Specify career goals and keywords
- Write headline
- Write summary
- Fill in profile information
- Turn off profile editing notifications
- Adjust privacy settings
- Customize URL
- Add profile picture
- Add/review endorsements
- Request/review recommendations
- Make connections!
- Follow or join groups, companies, etc.
LinkedIn checklist

- Specify career goals and keywords
- Write headline
- Write summary
- Fill in profile information
- Turn off profile editing notifications
- Adjust privacy settings
- Customize URL
- Add profile picture
- Add/review endorsements
- Request/review recommendations
- Make connections!
- Follow or join groups, companies, etc
Before making changes to your profile, make sure to update privacy settings!
Keywords keywords keywords!

- SEO: search engine optimization
- Specific keywords = specific search results
- Look at job postings, LinkedIn profiles for job you want for keyword ideas
LinkedIn checklist

- Specify career goals and keywords
- Write headline
- Write summary
- Fill in profile information
- Turn off profile editing notifications
- Adjust privacy settings
- Customize URL
- Add profile picture
- Add/review endorsements
- Request/review recommendations
- Make connections!
- Follow or join groups, companies, etc
Why a headline?

People results for hannah hathaway • 16 results

Hannah Hathaway • You
Pharmacology PhD using molecular and cellular techniques to study glial cell development
Greater Denver Area

Hannah Hathaway • 3rd
Marketing | Research | Business Development
Raleigh-Durham, North Carolina Area

Hannah Hathaway • 3rd
Marketing Manager
Greater Los Angeles Area

Hannah Hathaway
Digital Production, Marketing and Photography
Eugene, Oregon Area

Hannah Hathaway
Special Education Teacher at Rachel Carson Elementary School
Greater Chicago Area
One line bio
120 character limit
Keywords!
Should emphasize your expertise and your goals
Highlight past accomplishments and future value
What, who, how, proof
Example headlines

“Physician-scientist experienced in translational and clinical research.”

“National Science Foundation fellow pursuing PhD in neuroscience with focus on glial biology in health and disease.”

“Postdoc investigating novel treatments for melanoma. Collaborative researcher with 12 scientific publications.”

“Scientist | Leader | Communicator | Developer”
Summaries provide context
- What you’ve done and where you want to go
- Emphasize what you want to stand out in your profile
Summary tips

- Style: all business vs more personal
  - Think of intended audience
  - Personal can be helpful if you are early in career
- Avoid walls of text!
- Starting points: grad school essay, NIH biosketch, research or teaching philosophy
Ph.D. trained scientist from Case Western Reserve where my research focused on understanding susceptibility of immune cells to Human Immunodeficiency Virus (HIV-1). My interests fall broadly within the field of viruses, infectious diseases, and biodefense. My publications and recognitions speak to my ability to contribute to a team and execute projects in a timely manner. I have a proven track record as a young scientist.

I'm currently a postdoctoral research fellow in the University of Colorado's Division of Infectious Disease. My role as a postdoc is to continue research in the HIV field while also expanding to study flaviviruses relevant to global health. Outside of the lab, I'm an enthusiastic member of the CU Denver|Anschutz Postdoctoral Association, whose focus is to support professional development of fellows. When not engaged in work, I'm advocating for STEM in the public arena, exploring Denver, developing new recipes in the kitchen, and hiking the beautiful Colorado landscape. My long term goals are to remain engrossed in the field of health and human disease while continuing to promote meaningful science in our society. New connections always welcome!
EXERCISE: HEADLINES AND SUMMARY

1. Use worksheet to identify keywords
2. Keeping keywords in mind:
   - Write an updated headline
   - Start writing a profile summary
LinkedIn checklist

- Specify career goals and keywords
- Write headline
- Write summary
- Fill in profile information
- Turn off profile editing notifications
- Adjust privacy settings
- Customize URL
- Add profile picture
- Add/review endorsements
- Request/review recommendations
- Make connections!
- Follow or join groups, companies, etc
Adjust privacy settings

- Make your profile public
  - This is the point of LinkedIn!

- “Profile viewing options” to full profile or private profile characteristics
  - LinkedIn is for networking, not stalking!
Adjust privacy settings

Profile privacy

Edit your public profile
Choose how your profile appears to non-logged in members via search engines or permitted services

Manage active status
Choose how your active status is displayed to your connections

Who can see your connections
Choose who can see your list of connections

Viewers of this profile also viewed
Choose whether or not this feature appears when people view your profile

Sharing profile edits
Choose whether your network is notified about profile changes

Profile viewing options
Choose whether you’re visible or viewing in private mode
Completing your profile

- Keywords!
- Use your CV as a guide
- Emphasize your skills in each position
- Avoid large paragraphs of text
- Use bulleted lists where possible
Custom LinkedIn URL

- Makes your LinkedIn page easier to find
- Easier to print on business card, websites, etc
- Looks more professional

URL ideas:
- linkedin.com/in/johnsmith
- linkedin.com/in/drjohnsmith
- linkedin.com/in/smithjj
Profile picture

- Used as “logo” throughout site
- Helps put face to name
- Save the “fun” pictures for Twitter and Facebook

Yes

Hannah Hathaway

No!!!

Hannah Hathaway
Tips for a professional-looking profile picture

- Natural, indirect lighting
  - Avoid direct sun
  - Pay attention to shadows

Do this!
- Natural light from window
- No harsh shadows

Not this!
- Too dark or backlit
- Distracting shadows
Tips for a professional-looking profile picture

- Head and shoulders
- Simple background
- Not straight-on
- No selfies!
- Professional attire
- Try a variety of facial expressions and poses
Experience

- Use CV as a guide
  - Only include relevant experience!
- Add short description of each position
- Add bullet list of skills/responsibilities
- Mention any grants or awards received
EDUCATION AND TRAINING

December 2014  Doctor of Philosophy (Ph.D) in Pharmacology
Georgetown University, Washington, DC
Dissertation: Function and signal transduction of metabotropic glutamate receptor 1 in cerebellar granule cells; Mentor: Jarda Wroblewski, Ph.D

May 2008  Bachelor of Arts in Biochemistry; Molecular, Cellular, and Developmental Biology
University of Colorado at Boulder, Boulder, CO

2015 - Present  Postdoctoral fellow, Department of Cell and Developmental Biology,
University of Colorado Anschutz Medical Campus, Aurora, CO
Project: The role of mTOR in oligodendrocyte differentiation and myelination
Mentor: Wendy Macklin, Ph.D
Experience

Postdoctoral Fellow
University of Colorado Anschutz Medical Campus
Jan 2015 – Present • 3 yrs 3 mos

Analogous to insulation on electrical wires, neurons are wrapped and insulated by a substance called myelin. Optimal axonal activity and health depends on the presence of healthy myelin. In the brain and spinal cord, myelin is made by a special cell called oligodendrocytes.

As a postdoctoral fellow in Wendy Macklin’s lab, I study the biology of oligodendrocytes. We are especially interested in understanding the intracellular signaling that regulates oligodendrocyte differentiation, with the long term goal of identifying potential drug targets for the treatment of demyelinating disease. Specifically, my project investigates the role of the Akt/mTOR signaling cascade in oligodendrocytes through the use of transgenic, Cre-lox mouse lines and transgenic zebrafish, using techniques based in confocal microscopy and molecular biology.

Skills:
- Immunohistochemistry
- Confocal microscopy
Media uploads

- Can upload photos, graphical abstracts, links to papers, videos, PowerPoints, etc
- Emphasize skills you want to market

**Doctoral Student**
Georgetown University
Jul 2009 – Dec 2014 • 5 yrs 6 mos

Neurons communicate with each other by sending chemical signals, called neurotransmitters. These signals are received and interpreted by receptors, which are proteins on the surface of neurons. In Jarda Wroblewski’s laboratory, we are interested in a specific type of receptor, called mGlu1 receptors, which interpret signals from the neurotransmitter glutamate.

More specifically, my dissertation focused on understanding how stimulation of mGlu1 receptors in cerebellar granule neurons with different agonists leads to different responses. This is a phenomenon known as biased agonism, and it is important for understanding how to target GPCRs for specific therapeutic effects while minimizing adverse effects.

**Skills:**
- Pharmacology
- Cell culture
- Primary neuronal culture
- Western blotting

**Host/Writer**
It’s Okay To Be Smart (PBS Digital Studios)
Jan 2013 – Present • 4 yrs 10 mos

YouTube

It’s Okay To Be Smart is a YouTube science education show from PBS Digital Studios. We explore the fun, creative and pure “wow” of science.

http://www.youtube.com/itsokaytobesmart

**Media (2)**

- The Sixth Extinction
- What Is Déjà Vu?!
Publications

- New formatting is awful 😞
- Will display in reverse chronological order
- Be selective if you have many publications
Skills and Endorsements

- People with $\geq 5$ skills get up to 17x more profile views
- **Use your keywords!!!**
- Ask labmates, coworkers for help
- Okay to request specific endorsements, but ask people to be honest
- Return the favor!
- Delete endorsements that you do not want to market, or endorsements that are not appropriate
Recommendations

- Can send recommendation request through LinkedIn
- Talk to recommender first, ask for:
  - Short and sweet
  - Specific examples
  - Use keywords
- Recommendations from peers and mentees are useful as well
  - Return the favor!
PART II
Making Connections on LinkedIn
Who to connect with?

- Only people you know?
  - Yes…
- Only people in your field?
  - No…
Expanding your networking: Cold calls

- Personalize!! Why do you want to connect with this person?
  - How do you know them?
  - Who are you?
  - Why do you want to connect?
  - What should they do?
- Should you accept cold call connections?
  - Do you want to connect with them?
  - Respond and ask for more info (i.e. form a real connection!)
Expanding your network: Messages and LinkedIn Mail

- Messages: can only send to 1st degree connections
- LinkedIn mail: can send to anyone
- LinkedIn mail is only Premium accounts
- Don’t want to upgrade? Make it easy for companies to connect with you via email
LinkedIn Premium???

- Can send more InMail messages
- See who is looking at your profile
- Not really worth it…

<table>
<thead>
<tr>
<th>Feature</th>
<th>Premium 1</th>
<th>Premium 2</th>
<th>Premium 3</th>
<th>Premium 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land your dream job</td>
<td>US $29.99/mo</td>
<td>US $59.99/mo</td>
<td>US $79.99/mo</td>
<td>US $119.95/mo</td>
</tr>
<tr>
<td>Find and contact the right</td>
<td>US $575.88/year</td>
<td>US $779.88/year</td>
<td>US $1,199.40/year</td>
<td></td>
</tr>
<tr>
<td>Unlock sales opportunities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Find and hire talent</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Stand out to hiring managers
- Get in touch with recruiters
- See how you compare to other candidates
- Promote and grow your business
- Maximize the power of your network
- Enhance your professional brand
- Find leads and accounts in your target market
- Get real-time insights for warm outreach
- Build trusted relationships with customers and prospects
- Find great candidates, faster
- Contact top talent directly
- Build relationships with prospective hires
EXERCISE: CONNECTING & FEEDBACK

1. Send a connection invite to someone at your table
   - Personalize!
2. Using the worksheet as a guide, give feedback on your new connection’s profile
Career Development Office Group

CDO Workshop Feedback Group
Unlisted • 2 members

Start a conversation with your group

Enter a conversation title...

https://www.linkedin.com/groups/12107428
LinkedIn “Feed”

- Share articles, comment, like
- Good way to emphasize what you care about
- Follow companies and groups for articles
  - Alumni groups
  - Scientific societies
  - Postdoc Association! 😊
    - linkedin.com/company/denverpostdocs
In the next week, to practice your skills, you should:

1. Find an article related to your field and share it on LinkedIn.

2. Write a meaningful comment on an article someone else shared (hint: you should have a bunch of new connections making posts soon!)

3. After updating your profiled, join the CDO’s LinkedIn group and ask for feedback.