<table>
<thead>
<tr>
<th>What's your favorite social media platform?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
</tr>
<tr>
<td>LinkedIn</td>
</tr>
<tr>
<td>Instagram</td>
</tr>
<tr>
<td>Twitter</td>
</tr>
<tr>
<td>Pinterest</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>What’s Social Media?</td>
</tr>
<tr>
<td>I don’t utilize social media.</td>
</tr>
</tbody>
</table>
Marketing Yourself Online in Today’s Employment Market & Job Search

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University of Rochester Medical Center

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A Little About Me…
Career Coach Professional for 12 years….
How do you currently utilize Social Media and the Internet to market yourself?
Goals of Today’s Session

• Identify ways to market and promote yourself
• Utilize online strategies
  ❖ LinkedIn
  ❖ Twitter
  ❖ Blogs
  ❖ Personal Websites
  ❖ YouTube Station
How many of you have a CV/Resume?
Extreme Marketing!!!
Do you want to be like Adam?

How many of you would?

- Rent billboard space to promote yourself
Social Media Revolution
How important is Social Media in my job search?

• 8 in 10 HR professionals are utilizing social media to recruit job candidates.

Additional STATS!!!!

- How many employers have a full-time social media recruiter to search for candidates?
  - 3 in every 10 employers, 30%
- Employers are not only utilizing social media, they also are using search engines including Yahoo and Google to search for material on potential candidates.
LinkedIn: “What is it?”

What's this 'LinkedIn'? Is that like Facebook for old people?
Professional Headline

Below are some options. You can use 120 characters.

• List your degree and career goal or focus:
  
  Higher Education Administration with a focus in Career Coaching & Development

• Highlight components of your work:
  
  Career Coach / Employer Relations Specialist / Program Developer / Events Coordinator / Genealogist

• Or use a combination of work, academics and areas of focus:
  
  Career Coach / Life Sciences / Graduate Students/Postdoctoral Appointees/UR Alumni
Professional Photo

Photo Tips
- Dress Professionally
- Good Lighting
- Neutral Background
- No gum
- No friends in the photo
Public Profile URL

Example:

Original Generic URL:
www.linkedin.com/in/evaughnxj750kRv

Customized URL:
www.linkedin.com/in/ervaughn

Email Signature:

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LinkedIn Profile | Center for Professional Development | Twitter
Build a Savvy LinkedIn Summary

• A 30-second commercial about yourself.

• Questions to help build your summary.
  • What is your dream job?
  • What are your key skills/strengths/talents?
  • What are someone of your interests, values & personal traits?
  • What makes you unique?

Examples: https://docs.google.com/document/d/1fZ3suiK79S1o6lKxDFT1hTAgVnt8LAcHuHQ6PiLaXI/edit
Add Additional Sections

• Consider adding the following sections…
   Projects
   Courses
   Certifications
   Languages
   Publications
   Volunteering Opportunities
Experience

- **Use targeted keywords and accomplishments**
- **Example**

  **Postdoctoral Fellow**

  Company Name: St. Jude Children’s Research Hospital

  Dates Employed: Dec 2016-Present

  Location: Greater Memphis Area

  - **Department of Tumor Cell Biology**
    - Dr. Martine F. Roussel Lab
    - Research Focus: Uncovering novel epigenetic regulators and vulnerabilities in Group 3 medulloblastoma
Skills & Endorsements

• An important section to customize since others can “endorse” you.

• You can add skills to your profile and targeted connections can endorse you on those skills.
Recommendations

• Recommendations can enhance your profile
• Provide quick reference of work and abilities to potential employers and recruiters.
• Encourage past supervisors, coworkers, clients, vendors, professors, or fellow students who know you well to write a recommendation on LinkedIn.
• Provide recommendations to other colleagues and individuals on LinkedIn.
Media Links

• Allows you to upload and/or link to media including websites, video, and PowerPoints.

• As Sabrina Woods stated in her most recent blog entry, “The trend now is all things visual.”

http://www.sabrina-woods.com/blog/linkedin-20-ways-to-turn-your-profile-into-a-portfolio
Visual Header

• Showcase your brand and expand your visibility.
Building & Managing Your Network

- Who to connect with
- Look up individual by First & Last Name
- Connect
- Add note to personalize message, especially with a 3rd connection.
- Managing current and future connections
Levels of Connection on LinkedIn

- 1st Level Connection
- 2nd Level Connection
- 3rd Level Connection
- Groups
Alumni Connections
Share Updates

- Share updates often including sharing online tools and apps, quotes, employment opportunities, mention a fellow connection, etc.
Join Groups

- Join groups on LinkedIn including your alma mater, industry, etc.
  - University of Rochester Alumni
  - University of Rochester New York Metro Women
  - University of Rochester School of Medicine & Dentistry Alumni
  - Epidemiology and Healthcare Epidemiology
  - Pathology Laboratory Manager Forum
  - Drugs / Toxicology / Analytical Chemistry
  - GENETICS Jobs - Scientific, Molecular, Medical, Biotechnology
Job Search

• Utilize LinkedIn and Twitter to connect with others within the field to conduct information interviews

• Good for relocation and connecting with potential recruiters and employers
How to Stand Out on LinkedIn!

- Personalize your job title and summary
- Become an instant influencer
- Mention others
- Comment
- Share content
- Develop your own content
- Utilize business cards you receive
- Make yourself accessible
Provides Information

➢ Teaching Experience
➢ Sample Syllabi
➢ Teaching Evaluations
Twitter

- Share your experiences
- Connect with others
- Develop collaborations
- Allow others to comment and share
YouTube Channel

- Videos
  - Talks
  - Presentations
- Tips
  - Provide narration and/or captioning
  - 1-3 minute videos
University Alumni Networks

Connecting the UR community by fostering professional exploration.

JOIN NOW

Powered by PeopleGrove®
Q&A

time for questions
Contact Information

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References


