



**OCEAN
DISCOVERY
INSTITUTE**
young lives transformed through science

LINKEDIN 101

Christina Contreras, December 22, 2021



AGENDA

- 💧 Why LinkedIn?
- 💧 LinkedIn Recruiter
- 💧 Learning LinkedIn
- 💧 Next Steps

WHY LINKEDIN?

LINKEDIN RECRUITER


OCEAN DISCOVERY USES LINKEDIN

We use a paid contract with LinkedIn Talent Solutions.



- Company page
- Targeted recruitment
- Head hunting



ADVANCED SEARCH

Volunteer: STEM Mentor 

Ocean Discovery Institute • San Diego, California, United States • Job closed March 25, 2020

Private  

Manage 

Show me stats

Talent pool Pipeline Project settings


11 Recruiter search

16 Applicants

Recommended matches

+ Add a candidate

Hidden from results (32)

 Recruiter Advanced Search

11 total candidates

Cancel

Search

Spotlights  Clear


- Open to new opportunities
- Engaged with talent brand
- Have company connections +
- + Are more likely to respond (13).

Job titles

+ Job titles or boolean

Locations Clear

- San Diego County, California, United States
- +

Include: Current 

Skills and Assessments

+ Skill keywords anywhere on profile

Companies

+ Companies or boolean

Schools

+ Schools attended


Year of graduation

+ Add graduation year range

Industries

+ Candidate industries

Keywords Clear

- kelp forest 

Employment type

^ Candidate details

Spoken languages is in the left column

+ Postal code / Zip code

+ Profile languages

People who recently joined

^ Education & experience

+ Years of experience

+ Years in current company

+ Years in current position

+ Military veterans

^ Company

+ Current companies

+ Past companies

+ Company types

^ Recruiting & candidate activity

+ Recruiting activity

+ All groups

+ Candidate sources

Hide previously viewed

+ First names

+ Last names

+ Network relationships

+ Fields of study

+ Degrees

+ Seniority

+ Company sizes

+ Company followers

+ Job functions

+ Tags

+ Projects

+ Notes

Key Filters to identify candidates that will be more likely to engage

Spotlights

Past applicants (51)
Open to new opportunities (53K+)
Have company connections (517)
Engaged with talent brand (303)
Are more likely to respond (75K+)

Network relationships

1st Connections (0)
2nd Connections (24)
Group Members (140)
3rd + Everyone Else (99K+)

Keywords

+ Profile keywords or boolean

Filter to use if you want to be very specific. Can type anything in this box.

Ex. Mentor, underserved youth

PIPELINE

Volunteer: STEM Mentor


Ocean Discovery Institute · San Diego, California, United States · Job closed March 25, 2020

+ Add a candidate

| | |
|-----------------------|-----|
| My pipeline | |
| All active candidates | 133 |
| Archived candidates | 12 |
| uncontacted | 41 |
| contacted | 59 |
| replied | 33 |

Search candidates by name or keywords All filters

133 RESULTS Sort by: Last modified 1 - 25


 **Shea Grenier Davis** · 3rd Sourced

Research Associate at Ascus Biosciences
San Diego, California, United States
Biotechnology

Past Research Associate at Ascus Biosciences · 2018 – 2020
Research Associate at San Diego State University · 2014 – 2017
Graduate Teaching Assistant at San Diego State University · 2015 – 2016
[Show all \(8\)](#)


Education San Diego State University-California State University, Master of Science (M.Sc.) · 2014 – 2017
San Diego State University-California State University, Bachelor of Science (B.S.) · 2009 – 2011
San Diego Mesa College · 2008 – 2009
[Show all \(4\)](#)

Activity [1 note](#) [In 1 project](#) [1 view](#)

Saved by  Ranielle Cunanan on May 1, 2020

[Change stage](#) [Archive](#) [✉](#) [⋮](#)

In uncontacted
Saved on May 1, 2020
by Ranielle Cunanan (me)

 **Deanne Hergt** · 3rd Applicant

San Diego, California, United States
Graphic Design

Past Research Assistant at Harvard University · 2015 – 2018
Aquarist at Dream Marine Aquarium Services · 2015 – 2015
Aquarist at Ripley's Aquarium of Canada · 2013 – 2015
[Show all \(6\)](#)

Education Middlesex Community College, Certificate · 2019
University of New England, BS · 2007 – 2011

Contact deannehergt@gmail.com
+17813928334 (Cell)

Spotlights [Open to new opportunities](#) [Company follower](#)

[Change stage](#) [Reject](#) [✉](#) [⋮](#)

In contacted
Stage changed on March 16, 2020
by Ranielle Cunanan (me)

PROFILE

United States • Job closed March 25, 2020

jairo

1 RESULT

Jairo Chávez - 1st • Sourced
Research Fellow at Voytek Cognitive and Neural Dynamics Lab
San Diego, California, United States
Researcher

Current Research Fellow at Voytek Cognitive and Neural Dynamics Lab
Researcher at Translational Neuroengineering Lab - 2018 - Present

Past Research Scholar at Translational Neuroengineering Lab
Student Mentor at OASIS - 2018 - 2019
Undergraduate Research Assistant at Voytek Cognitive and Neural Dynamics Lab
Show all (6)

Education University of California San Diego, Bachelor's of science in Psychology - BS - 2013 - 2017
Palomar College, Associate of Science - AS - 2013 - 2014
Orange Glen High School, High School Diploma - 2009 - 2013

Spotlights Open to new opportunities 2 connections


Activity 1 message In 1 project 1 view

Saved by Ranielle Cunanan on January 13, 2020

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From Volunteer: STEM Mentor

1 of 1



Jairo Chávez - 1st • Sourced
Research Fellow at Voytek Cognitive and Neural Dynamics Lab
Voytek Cognitive and Neural Dynamics Lab - University of California San Diego
San Diego, California, United States
Research - 87 88

@ jichavez@ucsd.edu (Visible only to you) +
Add phone number
Public profile Search on Bing

Change stage Archive

In 1 active project

Volunteer: STEM Mentor contacted • Jan 13, 2020 Current project

Profile Projects (1) Messages (1) Feedback (0) Attachments (0) Recruiting Activities

Summary

Cognitive science student with a specialization in computation. While diving into research in my own projects, I am also a mentor for students helping them in their transitions into higher education. The balance between academia and giving back to the community is what I strive for. [See less of summary](#)

Open to new opportunities

1 connection
1 mutual connection

Gabriel Lopez - 1st
Bachelor of Science - BS at University of California San Diego

Experience

Research Fellow
Voytek Cognitive and Neural Dynamics Lab
May 2018 - Present • 2 yrs 2 mos
La Jolla

- Received a \$2,500 fellowship to fund my research project
- Presented at the Halicioğlu Data Science Institute one year anniversary
- Presented at the Undergraduate Research Conference

Researcher
Translational Neuroengineering Lab
Jun 2018 - Present • 2 yrs 1 mo
La Jolla

- Performed expert annotations on sixteen hours of behavioral data using spectrograms and Praat
- Assisted with the construction of a recording rig to conduct experiments
- Contributed to open source software for our analysis toolbox using GitHub in Python
- Presented at the Summer Research Conference

Recruiting Tools

Notes (0) + Add note

Reminders (0) + Add new

Links (0) + Add new

Tags (0) + Add new

LEARNING LINKEDIN

ONE BREATH

GETTING STARTED ON LINKEDIN

Use [Learning LinkedIn for Students](#) for a complete guide on setting up an effective LinkedIn profile.

- Fill out profile as much as possible.
- The more you are active on LinkedIn, the more visible you become.
- Join professional groups on LinkedIn (free).
- Learn about the companies you want to work at, and connect with the people who are employed there.
- Talk to folks who have found jobs through LinkedIn for more tips!
- Use keywords!
- Connect with Ocean Discovery.

EVALUATION

NEXT STEPS

- CAMP II Communication
 - Ocean Discovery email and calendar
 - CAMP II Newsletter with announcement
 - RSVP sign up for PDs
- Challenge-of-the-Month: Info Interviews Using LinkedIn
 - Reach out to a professional in your desired field on LinkedIn to request an info interview
- Next PD: AmeriCorps Mid-Year Retreat



THANK YOU.

