



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

## **LINKEDIN 101**

Christina Contreras, December 13, 2022



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## AGENDA

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

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# WHY LINKEDIN?

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# LINKEDIN RECRUITER

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## 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

Private + Manage Show me stats


Talent pool Pipeline Project settings

+ 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  
+17613928334 (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  
Research

**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

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# LEARNING LINKEDIN

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# ONE BREATH

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# GETTING STARTED ON LINKEDIN

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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.

# NEXT STEPS

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- Challenge-of-the-Month:
  - Connect to Ocean Discovery staff on LinkedIn (starting with me!)
  - Request recommendations and endorsements
- Next PD: Informational Interviews, date TBD



THANK YOU.

