



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

LINKEDIN 101

Christina Contreras, December 13, 2023



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

in RECRUITER Projects Jobs Reports

Search Start or continue new search here

Ocean Discovery Institute - RECRUITER

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



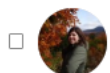
Ranielle Cunanan on May 1, 2020

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
+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

All filters

1 RESULT

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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 **OCEAN DISCOVERY INSTITUTE**
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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.

NEXT STEPS

- Challenge-of-the-Month:
 - Connect to Ocean Discovery staff on LinkedIn (starting with me!)
 - Request recommendations and endorsements
- Next PD: Informational Interviews – January 17, 2024



THANK YOU.

