LINKEDIN 101

Christina Contreras, December 13, 2023

AGENDA

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

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WHY LINKEDIN?

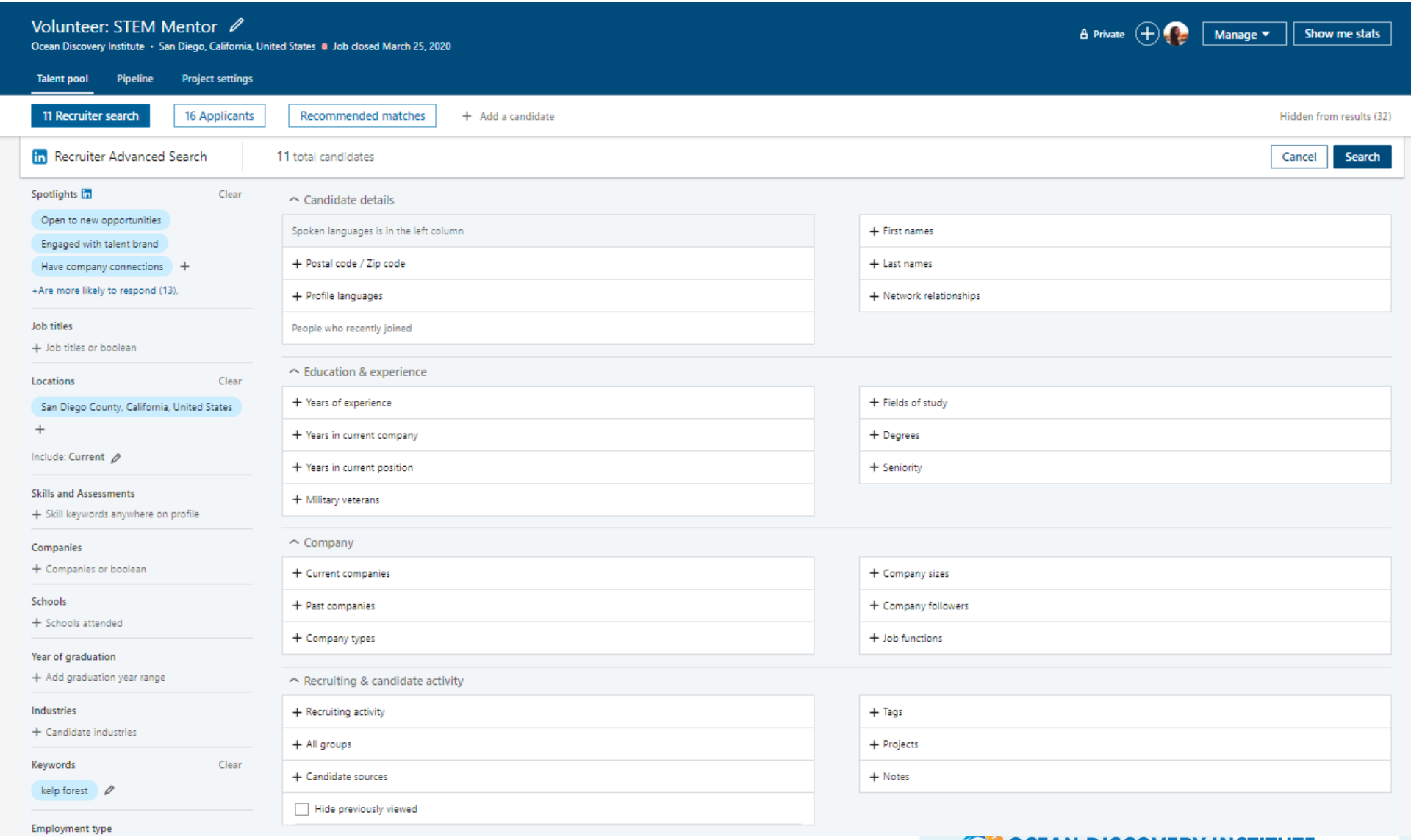
LINKEDIN RECRUITER

OCEAN DISCOVERY USES LINKEDIN

We use a paid contract with LinkedIn Talent Solutions.

- Company page
- Targeted recruitment
- Head hunting

ADVANCED SEARCH



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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

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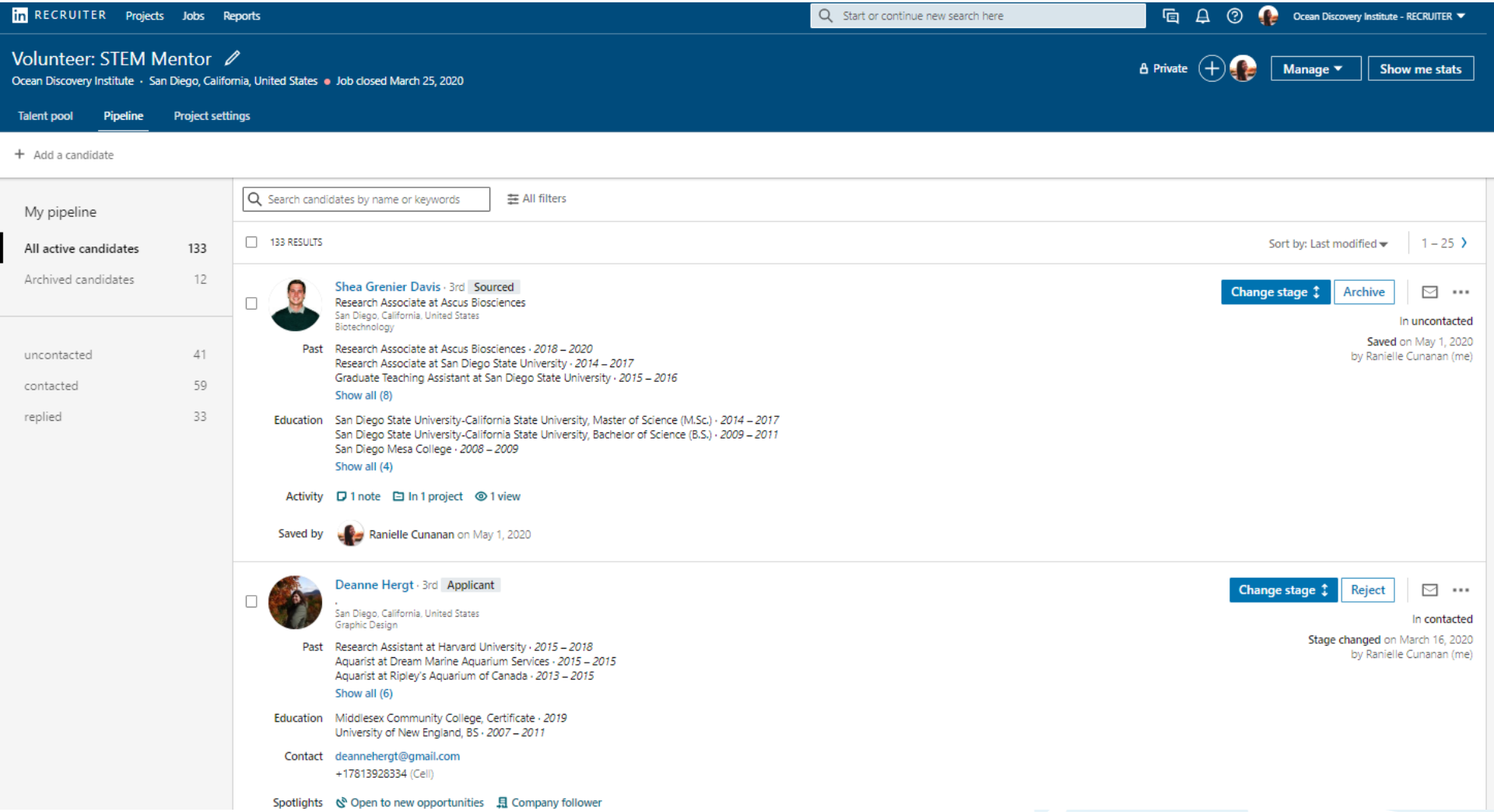
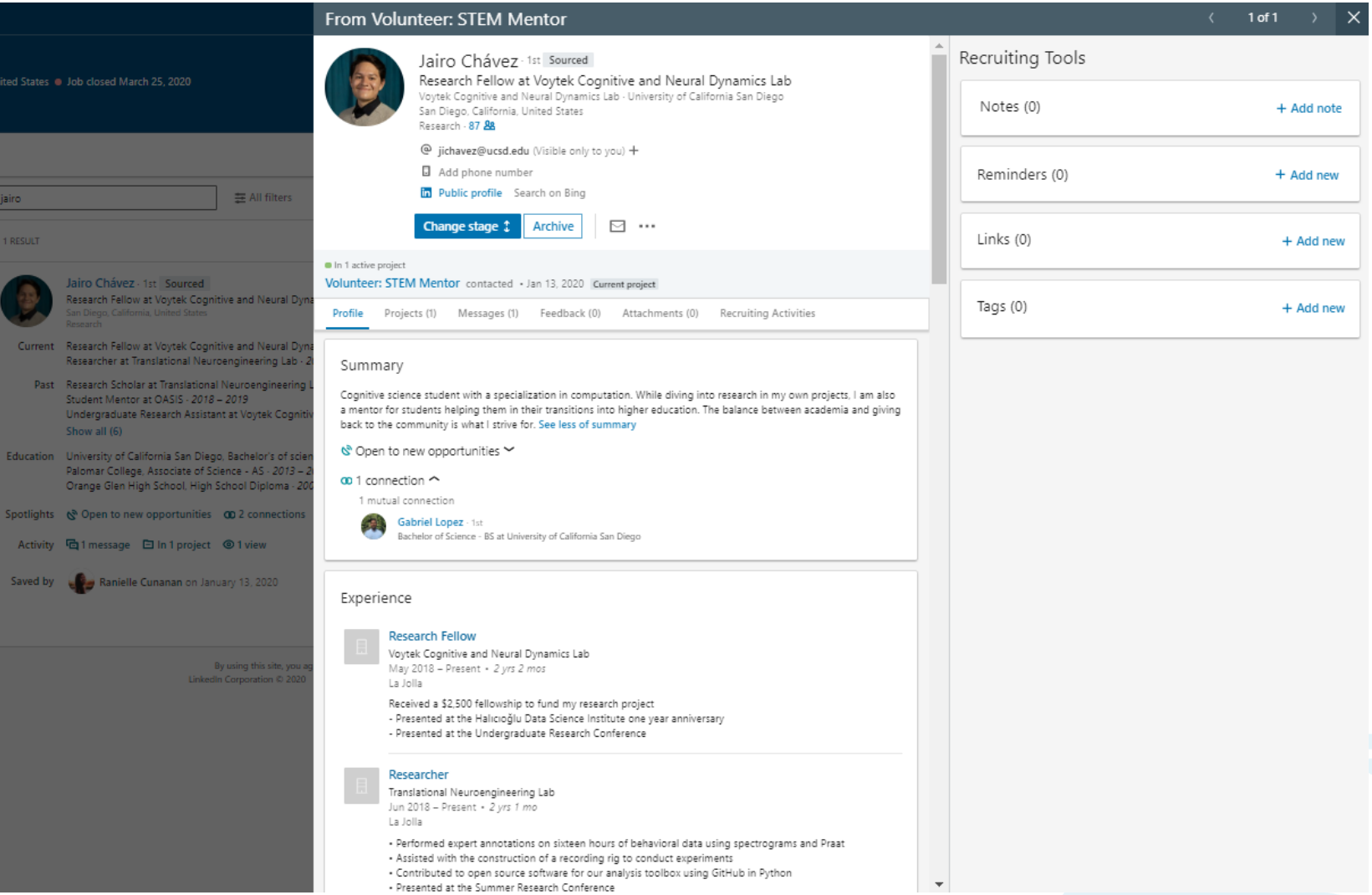
PIPELINE


RECRUITER
Projects
Jobs
Reports
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
Change stage
Archive
In uncontacted
Saved on May 1, 2020
by Ranielle Cunanan (me)
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
Deanne Hergt · 3rd Applicant
San Diego, California, United States
Graphic Design
Change stage
Reject
In contacted
Stage changed on March 16, 2020
by Ranielle Cunanan (me)
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

PROFILE


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
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 Halıcıoğlu 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.

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.