



***For UTM Grad Students!***

***WELCOME – please feel  
free to login to LinkedIn!***

**UTM**  

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**CAREER CENTRE**

# Upcoming Events for Graduate Students

- Career Chats
- Effective Networking (Feb. 2018)
- Tentative Networking Event

**Watch your emails from the graduate student listerv!**

**See the resources from last year's series, Oct. 2017 workshop and online resources**

# Agenda/Goals

- Learn ways to improve your LinkedIn **profile**
- Understand how to use LinkedIn to **research**:
  - Jobs
  - Career Paths/people
  - Companies
- Networking: build and nurture yours!
- Understand the support from the Career Centre
- Get a great photo!

# LinkedIn and You!



# What is LinkedIn?

- Professional networking website.
  - post a professional profile
  - network
  - research employers and career paths
  - apply for specific positions
- Over 500 million users worldwide and over 13 million in Canada as of July 2017

\* figures quoted are from the LinkedIn “about” page (2017).

# Social Media and Job Search



73%  
of employers

# PART 1: Your Profile



**Networking:** Cultivating and maintaining a pool of relationships through reciprocal communications, support and information sharing which is mutually advantageous in the short or longer terms.

# LinkedIn “Business Card”



Matthew Scicluna • 1st

Université de Montréal MSc Candidate in Computer Science (Machine Learning).  
Previously BSc, MSc in Statistics from UofT

Deeppixel Inc. • Université de Montréal

Montreal, Quebec, Canada • 500+ 

Message

More...



\*\*\*Profiles with photos get 21x more views



# Headline Tips

- Be aspirational (focus on what's next / ahead)
- Use key industry words to describe what you do
- Show your enthusiasm and stand out if its appropriate.
- Content:
  - First Thing You Want to be Known For
  - Key skills and value you bring
  - What are you looking for (optional)

# Headline Examples

- Project Coordinator who manages initiatives from ideation to implementation with a special interest in the Public Sector.
- University of Toronto graduate with MSc in biochemistry and years of writing experience seeking a science journalism position.
- MSc researcher in urban ecology seeking field based position in tree canopy management.

# LinkedIn Summary

- **Searchable** by employers – use industry keywords and phrases
- Combines information from your “Highlight of Qualifications” section and your cover letter
- Can be in 1<sup>st</sup> person
- Use evidence-based statements
- Avoid overused statements such as “high achiever”, “hard worker” and “flexible”.

# Sample Summary # 1

Versatile and extremely motivated research scientist with 6 years experience driving multiple projects in industrial and academic settings. Accomplished in a variety of biological and chemical techniques with the ability to design, execute, troubleshoot, and analyze experiments efficiently and independently.

- Committed team player with proven ability to contribute to multidisciplinary research
- Dedicated leader with experience managing technical personnel and coordinating multiple teams
- Proven ability to manage complex projects and meet critical deadlines under pressure

# Sample Summary # 2

As an MBiotech graduate I am eager to leverage my experience in clinical research coordination and my outstanding communication, project management and analytical skills to the pharmaceutical and healthcare industries.

I aspire to contribute my insights to improve study protocols and enhance patient recruitment, retention and safety. My experiences of saving time and money for research institutions and boosting the overall efficiency of the clinical research process has been a highly rewarding way of contributing to the leading edge of drug development at GSK.

# LinkedIn Summary Tips

1. Answers the question: Who Am I?
2. Uses evidence / examples
3. Avoids vague adjectives
4. Searchable by industry relevant skills and keywords / lingo
5. Shows personality, passion, helps owner stand out
6. References career interests / what's next

# Critique 2 LinkedIn Summaries

- Teams of 2-3
- Read summary #1 and critique
- Strengths and room for improvement (5 mins)
- Debrief

# LinkedIn Sections

- Experience
- Organizations
- Education
- Volunteer Experience
- Courses
- Projects
- Honours and Awards
- Languages
- Multi-media

Refer to hand-out:  
*LinkedIn Profile Checklist*, for tips



# Skills and Endorsements (searchable)

## Skills & Endorsements

### Top Skills



### 16 Featured Skills & Endorsements Add a new skill

- 15 Career Counseling · 46**
  - Endorsed by Ron Wener and 2 others who are highly skilled at this
  - Endorsed by 20 of Malou's colleagues at University of Toronto
- Career Developm... · 34**
  - Endorsed by Alana James and 3 others who are highly skilled at this
  - Endorsed by 15 of Malou's colleagues at University of Toronto
- Counseling Psych... · 26**
  - Endorsed by 13 of Malou's colleagues at University of Toronto

# Skill Endorsements & Recommendations

- A **skill endorsement** is a one-click way for your connections to endorse the skills listed on your profile
- A **recommendation** is a written statement of recommendation from a connection. You can request recommendations from your connections, as well as proactively recommend your connections

Who can you ask for recommendations?

# Skills Tips

- You can add up to 50 skills to your profile
- Select skills that you do well & want to use
- Choose industry-specific skills

- Partner discussion:

Given your possible career focus, what *skills* will you select to be searchable by potential employers and others?

# Sample Recommendations

## Recommendations

**Received (2)**

Given (3)



**Gustavo Tordin, CSM,  
CTFL**

Software Quality Analyst at  
Instituto de Pesquisas  
Eldorado

May 4, 2013, Hallan worked with  
Gustavo in the same group

I have been working with Hallan since 2009. It didn't take long to notice he was very skilled and results-driven professional. During these years together, I can say I have learned a lot with him and created a great respect for him and how he handles his work. Very organized, detail-oriented, creative and proactive is just a few of the qualities I can say about him. He has unquestionable skills in testing and leading people. I recommend Hallan not only for what I have seen in him, but for all of the potential he has when new opportunities are given to him.

# LinkedIn Profile Example

## Ariel Ash-Shakoor

[https://www.linkedin.com/in/arielashshakoor?authType=name&authToken=B6Fn&locale=en\\_US&srchid=1386662361487005520817&srchindex=14&srchttotal=18&trk=v srp\\_people\\_res\\_name&trkInfo=VSRPsearchId%3A1386662361487005520817%2CVSRPtargetId%3A164116589%2CVSRPcmpt%3Aprimary%2CVSRPnm%3Afalse%2CauthType%3Aname](https://www.linkedin.com/in/arielashshakoor?authType=name&authToken=B6Fn&locale=en_US&srchid=1386662361487005520817&srchindex=14&srchttotal=18&trk=v srp_people_res_name&trkInfo=VSRPsearchId%3A1386662361487005520817%2CVSRPtargetId%3A164116589%2CVSRPcmpt%3Aprimary%2CVSRPnm%3Afalse%2CauthType%3Aname)

## **Well Done:**

- Experiences well articulated with **achievements and example of skills**
- **Embedded Video** of her speaking at an event
- **Experience** – used strong action verbs and translates it for not so technical readers
- **Embedded content** from project site and fellowship bio
- Active in relevant **groups** and **interest organizations**
- **Skills section focusses on her core skills**

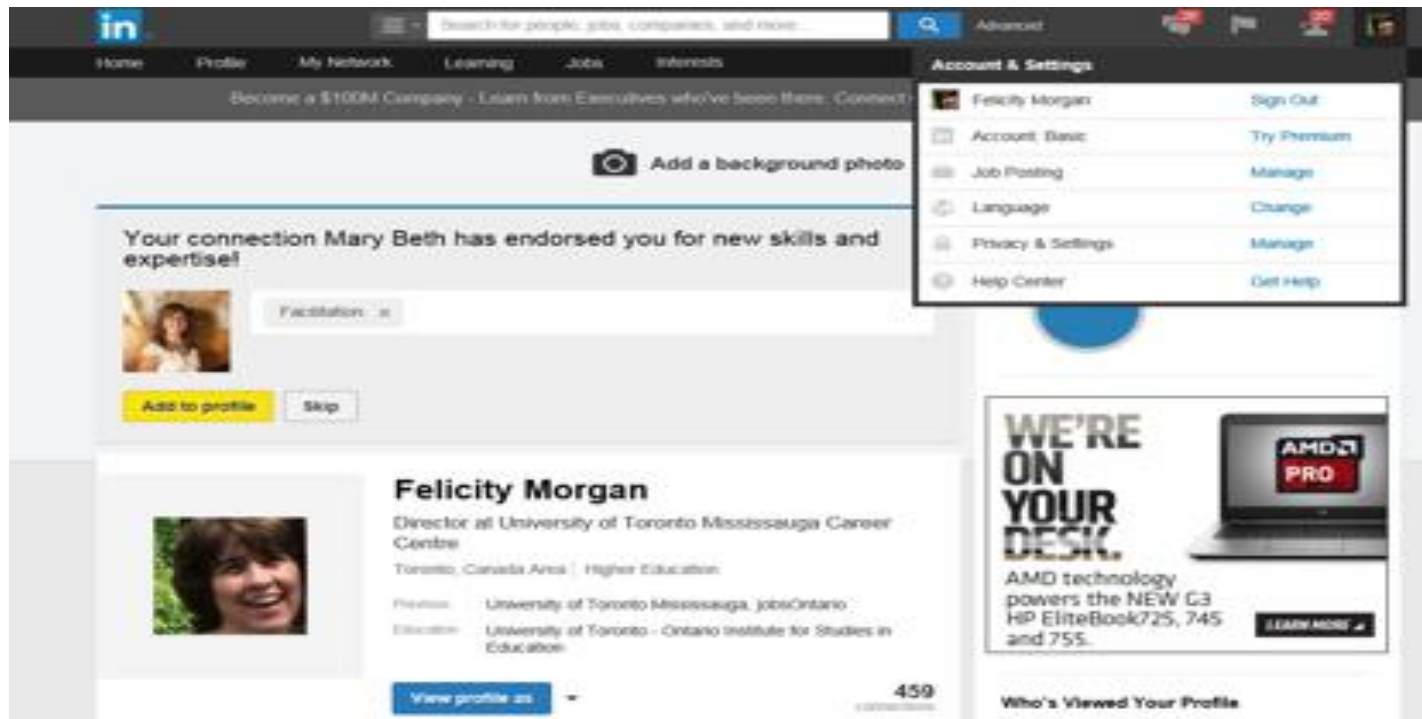
## **Room for Improvement:**

- **Has not claimed her personal URL!**
- **Bad photo!**
- **Has not taken advantage of the searchable Summary Section!**
- **No recommendations!**

# Writing Your Profile

- Think about your target audience and goals for having a LinkedIn profile
- Highlight the elements of your research, teaching, writing and publishing, and collaborations that would be of interest to others
- Use action verbs, achievements and concrete examples
- Present your experience with descriptive, relevant language
- Get a professional profile photo
- Get your profile critiqued at the Career Centre

# Update Your Privacy Settings



- LinkedIn is a public site: control who views your information & how, in “Account Settings – Privacy”

# **PART 2: LinkedIn for Research Jobs/requirements, career paths, organizations**






# Research Jobs and Requirements

**Quality Assurance Laboratory Manager**  
LCBO · Toronto, Ontario, Canada

LCBO  
Posted 4 weeks ago · 3,347 views

 13 company alumni work here

[Save](#) [Apply](#)

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**Job description**

At the **LCBO**, we promote social responsibility, connect with our consumers through exceptional customer service, and encourage our employees to reach their potential. If you're looking for a career that will engage and inspire you to excel, *let's get together* - join the LCBO.

**Manager, Quality Assurance Laboratory**

The Quality Assurance Laboratory is seeking a dynamic individual to lead a highly technical team while providing expert analytical and sensory services to internal and external clients. The main function will be planning, coordinating, supervising and ensuring the accurate and valid analysis of new and existing LCBO products, cons

**Seniority Level**  
Mid-Senior level

**Industry**  
Retail, Logistics and Supply Chain

**Employment Type**  
Full-time

**Job Functions**  
Supply Chain, Management,

**Qualifications:**

- Position requires a minimum of a Master of Science degree or higher authorization line 12.01 in Chemistry, Biochemistry or Chemical Engineering coupled with relevant experience in analytical chemistry, microbiological analysis, and sensory analysis. Extensive experience in the following analytical technologies: gas chromatography (GC), high-pressure liquid chromatography (HPLC), mass spectrometry (MS), atomic absorption spectrophotometry, GC-IR-MS, ICP-MS, visible spectrophotometry, fluorescence analysis and continuous flow analysis

# Research Career Paths



Julie Coste • 2nd

Manager, QC Lab Scheduler at Sanofi Pasteur

Sanofi Pasteur • University of Toronto

Toronto, Canada Area • 247

Connect

Send InMail

More...



Yael Bar • 2nd

Lab Manager at Baycrest

Baycrest • University of Toronto

North York, Ontario, Canada • 91

# Company Research



## Maxxam Analytics

Environmental Services • Mississauga, Ontario • 14,023 followers

Follow

See jobs

### Overview



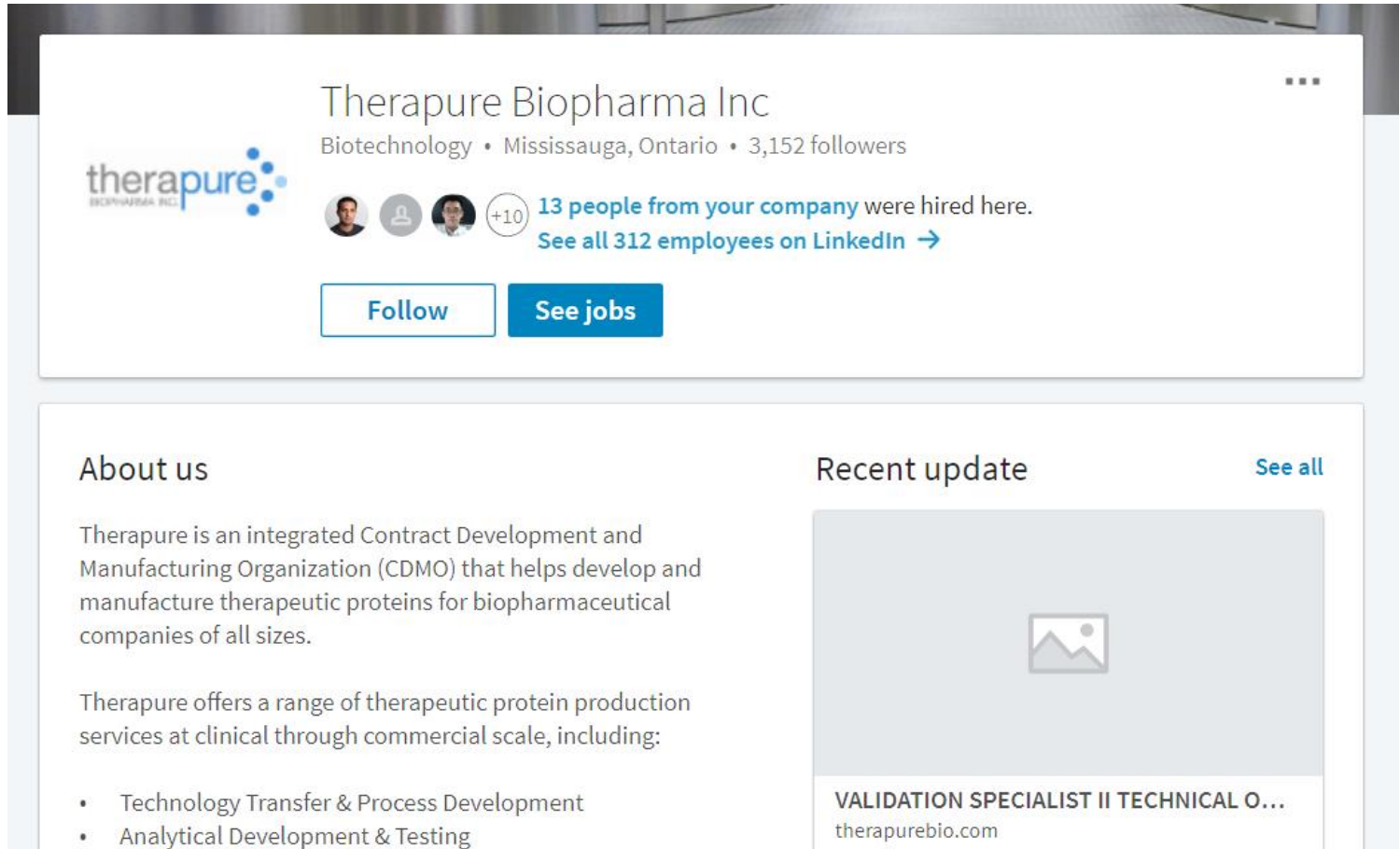
### Jobs



**Malou Twynam**  
Career Counsellor






 5 jobs posted recently

# Following Companies



The image shows a screenshot of the LinkedIn profile for Therapure Biopharma Inc. The profile header includes the company logo, name, industry (Biotechnology), location (Mississauga, Ontario), and follower count (3,152). Below this, there is a notification that 13 people from the user's company were hired there, with a link to see all 312 employees on LinkedIn. Two buttons are visible: 'Follow' and 'See jobs'. The 'About us' section describes the company as an integrated Contract Development and Manufacturing Organization (CDMO) and lists its services. A 'Recent update' section shows a job posting for a Validation Specialist II Technical O...

**Therapure Biopharma Inc**  
Biotechnology • Mississauga, Ontario • 3,152 followers

     **13 people from your company** were hired here.  
[See all 312 employees on LinkedIn →](#)

[Follow](#) [See jobs](#)


**About us**

Therapure is an integrated Contract Development and Manufacturing Organization (CDMO) that helps develop and manufacture therapeutic proteins for biopharmaceutical companies of all sizes.

Therapure offers a range of therapeutic protein production services at clinical through commercial scale, including:

- Technology Transfer & Process Development
- Analytical Development & Testing

**Recent update** [See all](#)

  
**VALIDATION SPECIALIST II TECHNICAL O...**  
therapurebio.com

# PART 3: Networking with LinkedIn



# Connecting on LinkedIn

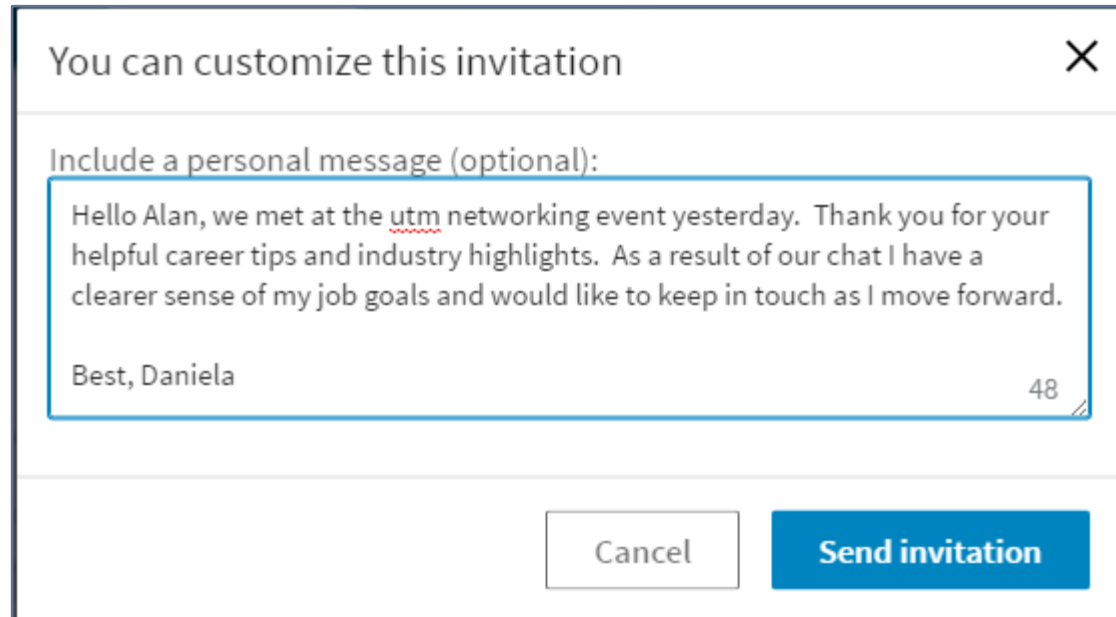
## **Benefits:**

- Learn from others' experience & career paths
- Explore possibilities: gain industry knowledge & career opportunities from your connections
- Mentoring: job search / career planning advice
- Increase your on-line visibility (grow your network)
- Learn about potential career building opportunities (jobs, projects, events, community involvements)

# Finding and Adding Contacts

- Avoid the basic message - customize!
- Send a note to each potential connection along with a reminder of how you met and explanation for connection
- Search for name; select “connect”, add note, compose & send invitation
- LinkedIn will ask to draw from your email contacts and send out automatic invites
- It will also make contact suggestions based on your current connections

# Writing an Invitation



The screenshot shows a dialog box titled "You can customize this invitation" with a close button (X) in the top right corner. Below the title is a section labeled "Include a personal message (optional):". Inside this section is a text input field containing the following text: "Hello Alan, we met at the utm networking event yesterday. Thank you for your helpful career tips and industry highlights. As a result of our chat I have a clearer sense of my job goals and would like to keep in touch as I move forward." Below the text is the signature "Best, Daniela". In the bottom right corner of the text area, the number "48" is displayed next to a small icon. At the bottom of the dialog box, there are two buttons: "Cancel" and "Send invitation".

Personalize the information in the Add Note section **each time.**



# Being Found on LinkedIn

- Using the right keywords, in searchable fields (headline, summary, and skills)
- Make updates and tweaks regularly
- Reach out to contacts to endorse their skills, recommend them and for work Anniversaries and job changes
- Contribute to discussions in your groups and post materials of interest
- Grow your network! Larger network = more people who can see and find you
- Keep your permission settings as open as you feel comfortable with

# Expand your Network

- Challenge yourself to invite every in person contact you make and invite a few more every time
- Use LinkedIn groups and professional associations
- Use Alumni Groups
- Target recent grads (vs well established)
- Build from your current contacts
- Quality over quantity

# University/Alumni Pages

**University of Toronto Mississauga**  
Canada

126 interested in attending

Home Notables Students & Alumni Recommendations LinkedIn for Education

**How you're connected**

10 first-degree connections  
1,731 second-degree connections

**Notable alumni** < 1 / 1 >

**Paul Petrelli**  
Senior Vice President & Chief Compliance Officer at Sun Life  
Hons. BA, English & Political Science  
1990 – 1991

**Explore Careers of 13,233+ Alumni**

Where they work	Count	What they do	Count
University of Toronto	379	Sales	1,360
TD	137	Operations	981
RBC	114	Finance	925

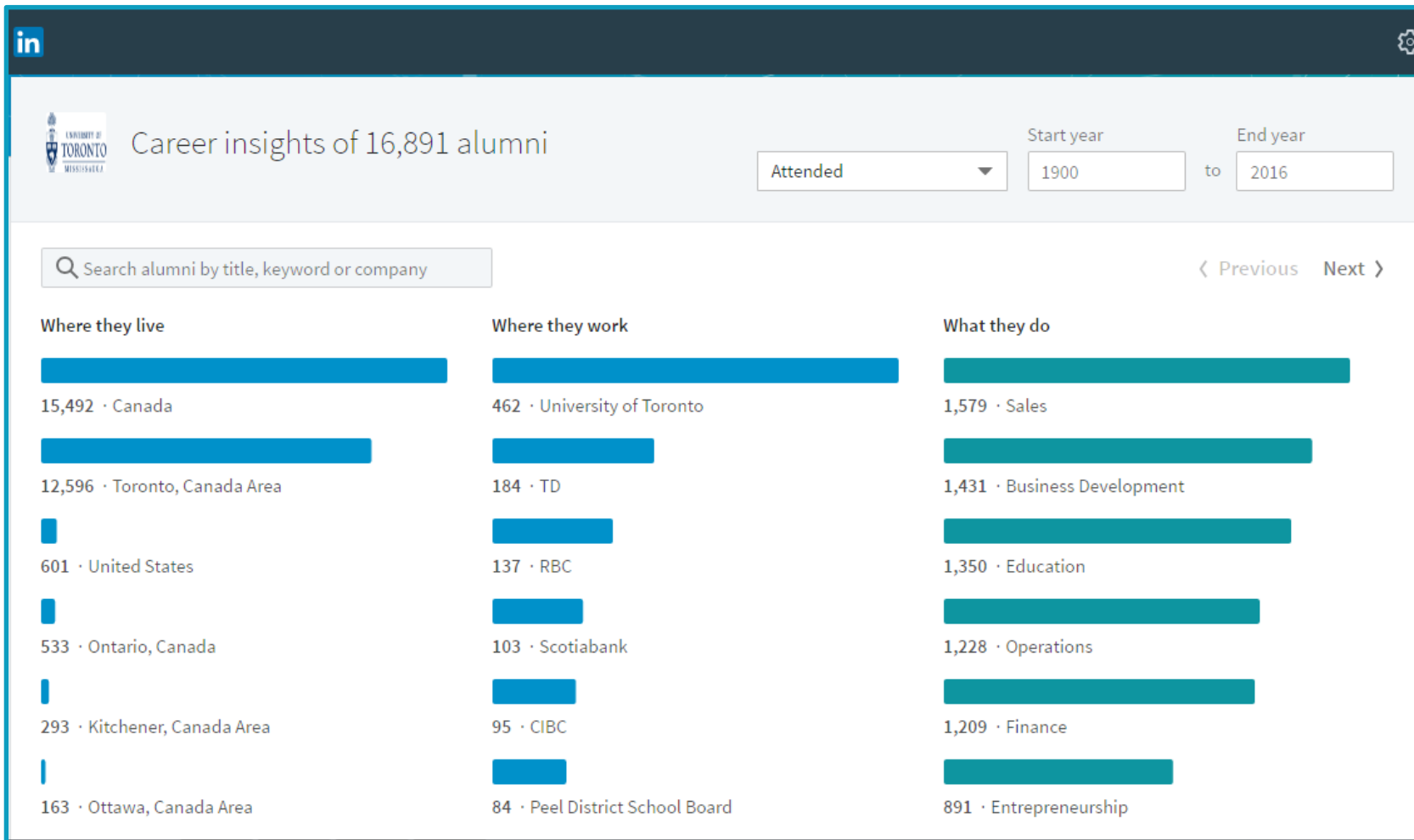
more > more >

**General Information**

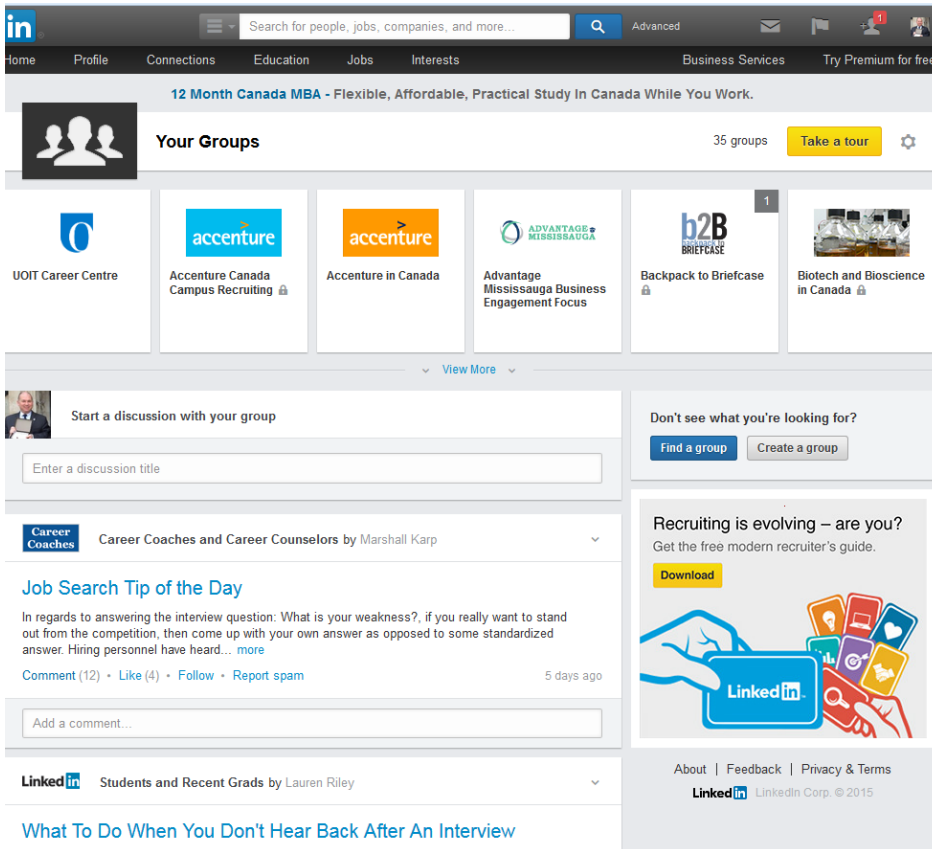
Show more

**Recruiting is evolving – are you?**  
Get the free modern recruiter's guide.  
Download

# Search Alumni



# LinkedIn Groups



The screenshot shows the LinkedIn Groups interface. At the top, there's a search bar and navigation links. Below that, a banner for '12 Month Canada MBA' is visible. The main section is titled 'Your Groups' and shows 35 groups with a 'Take a tour' button. Several group cards are displayed, including 'UOIT Career Centre', 'Accenture Canada Campus Recruiting', 'Accenture in Canada', 'Advantage Mississauga Business Engagement Focus', 'Backpack to Briefcase', and 'Biotech and Bioscience in Canada'. Below the groups, there's a section for starting a discussion with a text input field. To the right, there are buttons for 'Find a group' and 'Create a group'. Further down, there's a 'Job Search Tip of the Day' section with a 'Download' button and a 'Recruiting is evolving' section with a 'Download' button. At the bottom, there's a link to 'What To Do When You Don't Hear Back After An Interview'.

2  
Million

Benefits of  
Joining?

# PART 4: LinkedIn for job search

Showing 4,001 results

Sort by: Relevance ▾



## Medical Science Liasion

Integrated Resources, Inc ( IRI )

Toronto, Ontario, Canada

A minimum of 2 years' experience as an MSL in the pharmaceutical and/or biotechnology industry, and/or a strong scientific background in Diabetes.

6 days ago · Easy Apply



## Data Science Analyst

Canadian Tire Corporation

Toronto, CA

The dynamic environment requires indiv effectively communicate with stakehold



38 company alumni work here

6 days ago



## Project Coordinator, Building

Davroc & Associates Ltd.

Brampton, Ontario, Canada

Excellent Verbal, Written and Visual Com engineering reports and developing tech



3 alumni work here

6 days ago · Easy Apply

SCIEX

Date Posted ▾

Company ▾

Experience Level ▾

Location

[Waterloo Alumni - Connect With Alumni & Pr](#)

Showing 16 results



## Manufacturing Technician-Rod Room

SCIEX

Concord, CA

Demonstrated Experience Of Basic Soldering Skills Is. We are seeking smart, tea are committed to helping us deliver Answers for Science. danaher.taleo.net



Be one of the first 10 applicants

1 week ago

# Networking around Jobs and Companies

- Combine online applications with networking
- Contacts working at a company (now or in the past)? Get insider info.
- Get your application to the top of the pile. Can they vouch for you?
- Use info interviews or online chat
- Network with the companies of interest before that dream job comes up
- Research, follow the company and interact with it to get noticed
- Be gracious yet persistent

# LinkedIn Jobs Alerts



Create search alert

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Science in Canada

Receive alert

Daily ▼

Get notified via

- Email
- Mobile and desktop notification ⓘ

Cancel Save



# PART 5: Our Services

- LinkedIn Profile critiques and coaching by appointment (1 hour)
- Photo Days
- Resume toolkit (for profile accomplishment based content)
- Information interview preparation appts.
- Tipsheets: using LinkedIn, Effective Networking, Information Interviews, Company Research

# Online Tools and Resources

How to guide with steps in handouts

## LinkedIn Help:

[www.linkedin.com/help/linkedin/](http://www.linkedin.com/help/linkedin/)

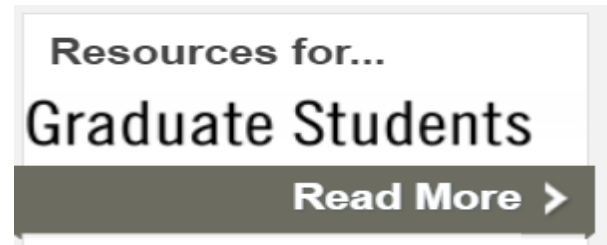
## LinkedIn for Students:

<https://students.linkedin.com/>

## The Grad Pages

<http://www.utm.utoronto.ca/careers/>

“Professional Networking Skills for Effective Job Search” (Academic or Outside)



# Next Steps

- Update and improve your profile
- Get a professional looking photo – courtesy of the Associate Dean of Graduate Studies today!
- Have your profile critiqued at the Career Centre
- Update your privacy settings (make it public)
- Send personalized invitations to people you know
- Research, experiment, reach out.
- Give and receive!

# Thank-You!



Please complete your feedback form.

# Upcoming Events

- Dec. 7 – LinkedIn Photo Day
- Jan. 17 – Get Hired: Summer and Full Time Job Fair
  - Many on campus jobs through Student Affairs and Services, Work Study
- Career Exploration