

Getting Started on LinkedIn

Background:

Why do I need a Linked In?

- LinkedIn is great for growing your professional network, searching for jobs, reinforcing your professional brand, and communicating your scientific outputs
- Public profiles are also accessible by search engines, so even those without LinkedIn pages can see your work

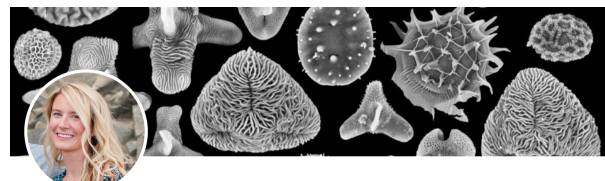
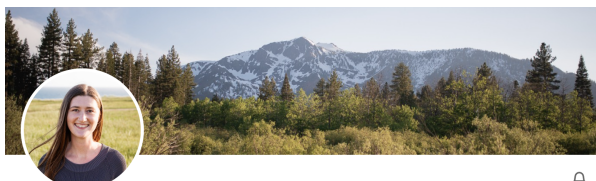
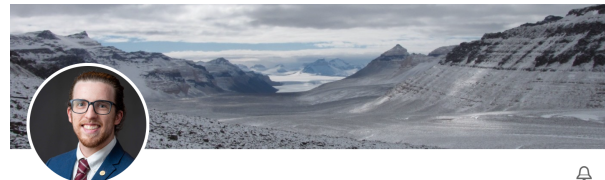
How does it differ from other social media?

- LinkedIn is all about having a large network - whereas [Twitter](#) and Instagram may be more private or selective, you want to think about maximizing reach

Tips:

1. *Complete your profile with engaging photos*

- LinkedIn search engines are optimized for completed profiles, so make sure you have all the basic information filled out!
- Be sure to have a professional headshot as well as a banner image - it's nice to tie your banner image into your field or expertise, if possible (see examples)



2. *Carefully consider your header*

- This section (120 characters) is the first place recruiters look!
- Your heading should be specific and include keywords that come up for a recruiter doing a job search you might be interested in
 - For example: instead of “Postdoctoral Researcher” try “Data-oriented geochemistry postdoc research scientist”

3. Don't skip the about section

- This is another section of prime real estate - be sure to give some highlights here about your specific expertise, again thinking about targeted language to attract recruiters for desired jobs - if you aren't sure what language to use, it's a good idea to put some job postings into a [word cloud](#) and see what keywords are most prominent
- If you are looking for a job, consider adding your email address or preferred form of contact at the end of the section so recruiters can contact you easier
- Here are two examples of nice about sections from NCEAS residents:

Creating solutions for complex problems and being able to communicate them effectively to diverse audiences are the backbone of my work. I am a data scientist at the National Center for Ecological Analysis and Synthesis (NCEAS) with a mathematics PhD and over five years of experience in scientific research, teaching and advocacy.

As a communications and outreach coordinator, I focus on using creative ways to communicate science to the public, and to other researchers. Working for a data repository allows me to work with researchers in the Arctic space, specifically regarding data sharing best practices and Indigenous data sovereignty in the context of open science.

Being an avid bird watcher and hiker, I have become captivated by California's nature. I am looking to apply my analytic and coding background to environmental science, particularly to ecosystem management and habitat restoration.

I am passionate about open science, Arctic research, and supporting Indigenous Peoples' rights and interests. Being Native American, supporting Indigenous Peoples' rights and interests is personal. I want my work to support capacity sharing, and creating more space for greater leadership and participation of Indigenous Peoples and communities in research. Working in communications for a data repository has allowed me to strengthen my science communication skills, and to practice sharing complex topics.

For the past 10 years I have also founded, organized and participated in multiple successful programs to make science and mathematics accessible to people of all ages and backgrounds. I am committed to the advancement of women and Latinx in science and higher education.

Beyond communication, I have a background working in GIS and Indigenous protected areas in Canada. My current role also affords me time to continue to practice coding in R and python.

Skilled in: creative problem solving, public speaking, project and program management, R and Python coding, data analysis and visualization, cross-cultural communications.

4. Fill in details in your experiences section

- For each relevant experience, list a few bullet points describing the takeaway message,

UCSB UC Santa Barbara
5 yrs 11 mos

- **Graduate Student Researcher at the UCSB Mathematics Department**

Full-time

Sep 2015 - Jul 2021 · 5 yrs 11 mos

Santa Barbara, California, United States

- Worked independently to design research projects at the frontier of mathematics.

- Coded a Python library to perform hyperbolic computations, available on GitHub.

- Developed new methods to explore group representations which have resulted in two single-authored manuscripts (one submitted for publication) and presentations at national conferences.



Pseudomodular Groups Python Library

your role in the project, skills you gained, and important products

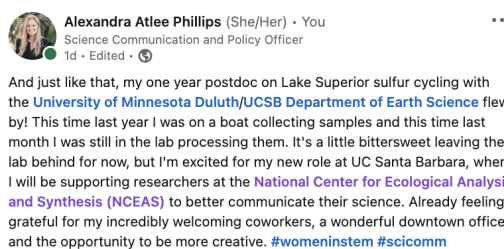
- If possible, connect photos or other media for each main project
- For undergraduate or graduate research projects, it's nice to have the projects in the experience section, not education - a good work around for this is titling a position "graduate student researcher" to create that space on your LinkedIn

5. *Aim for at least 100 connections*

- This is not a time to be shy on social media! You want to build a lot of connections on LinkedIn - I would recommend aiming for at least 100
- At 500 connections your profile reads 500+ so that is a good long term goal

6. *Interact with your connections*

- A good place to start is with giving and receiving skill endorsements (a goal could be for at least 5 endorsements per skill)
- You can message connections to set up coffee chats or informational interviews
- Consider making posts on LinkedIn for major job-related events, such as starting a new job, celebrating an anniversary, publishing a paper or report, or welcoming new colleagues
 - Like other social media platforms you can add relevant hashtags, tag organizations (like [NCEAS!](#)) and photos
 - Once you have a post or two, it's a good idea to "feature" a few on your profile by clicking on the three dots at the top right



7. *Join LinkedIn Groups*

- With so many connections on LinkedIn it can be hard to tailor the content on your feed closer to your interests - joining groups can be a great solution!
- Consider data science related groups like [Advanced Analytics and Data Analysis](#), [Research Methods and Data Science](#), [R-ladies](#), or [Women in Data Science](#)

References:

Jensen, David G. "The Keys to a Powerful LinkedIn Profile." *Science Careers*..

<https://www.science.org/content/article/keys-powerful-linkedin-profile>.

Jensen, David G. "Link up to Jump-Start Your Job Search." *Science Careers*..

<https://www.science.org/content/article/link-jump-start-your-job-search>.