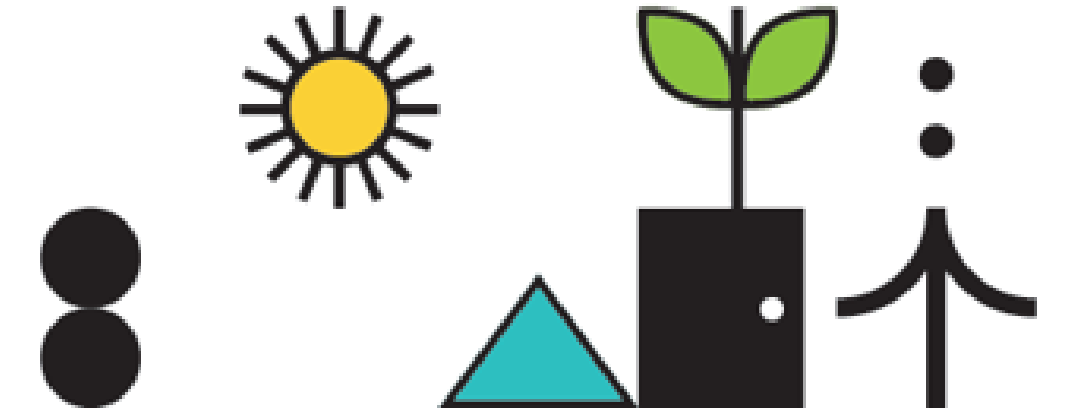


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Supporting your postdocs with their career development: LinkedIn

Dr. Eamon Dubaissi
Research Staff Developer

Led by



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Section outcomes

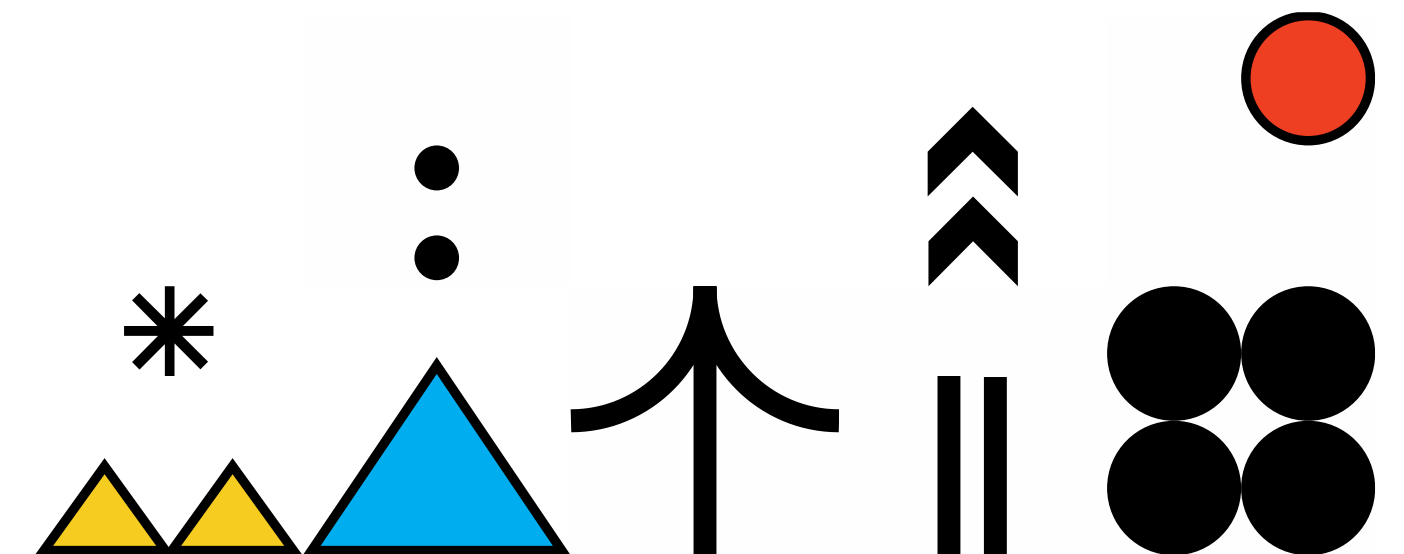
- Understand why postdocs should engage with LinkedIn for their career development
- Have a basic overview of a LinkedIn profile
- Suggestions on how you, as a PI, could support your postdocs with LinkedIn
- Outlining some potential benefits to you and your research group of your postdocs engaging with LinkedIn



Why should you encourage your postdocs to engage with LinkedIn?

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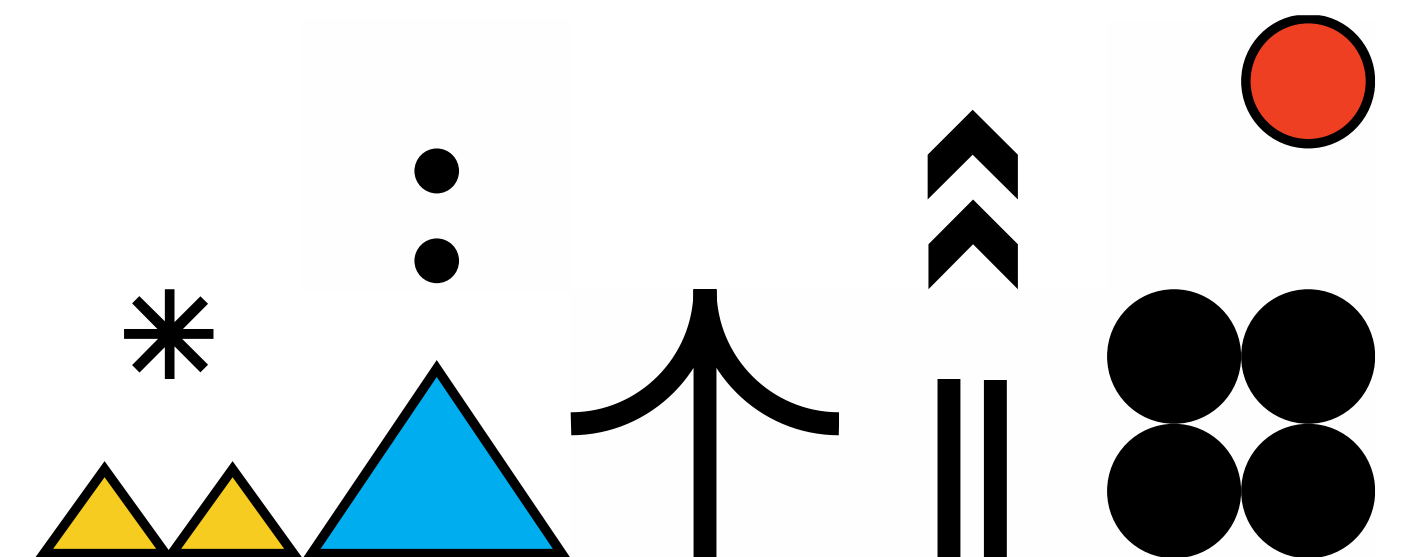


It's vast

LinkedIn is a professional networking and career development platform with approximately 700 million users worldwide

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It enables expansion and diversification of networks

- One of the biggest stressors for postdocs is being uncertain of other careers and where they might fit should their contract not be extended or they wish to move beyond academia
- A postdoc's network is often limited to people within academia, so it can be difficult to explore wider options
- LinkedIn provides a means by which to expand and diversify their networks, research organizations of interest to them and identify/apply for jobs



But why network at all?

- In academia, networking is critical to career trajectory, (Heffernan, 2021).....but the same also applies elsewhere
- Most jobs are found through networks (Ioannides and Loury, 2004) and these jobs are better suited to the applicant based on their education and usually offer better career prospects (Franzen and Hangartner, 2006)
- But postdocs can be uncomfortable with networking, even though they recognize its value (Chakraverty, 2020)

Heffernan T. 2021. Higher Education Research and Development 5: 981-94.

Ioannides, Y. M., and L. D. Loury. 2004. Journal of Economic Literature 42: 1056–93.

Franzen, A., and D. Hangartner. 2006. European Sociological Review 22: 353–68.

Chakraverty D, 2020 International Journal of Doctoral Studies 15: 329-52.



The many functions of LinkedIn

Connect and message other professionals in your network

Join professional groups for targeted networking opportunities

Give and receive recommendations

Receive notifications from your contacts

Research organisations and people within those organisations

Find and apply for jobs

Create your own company page and recruit to your own organisation

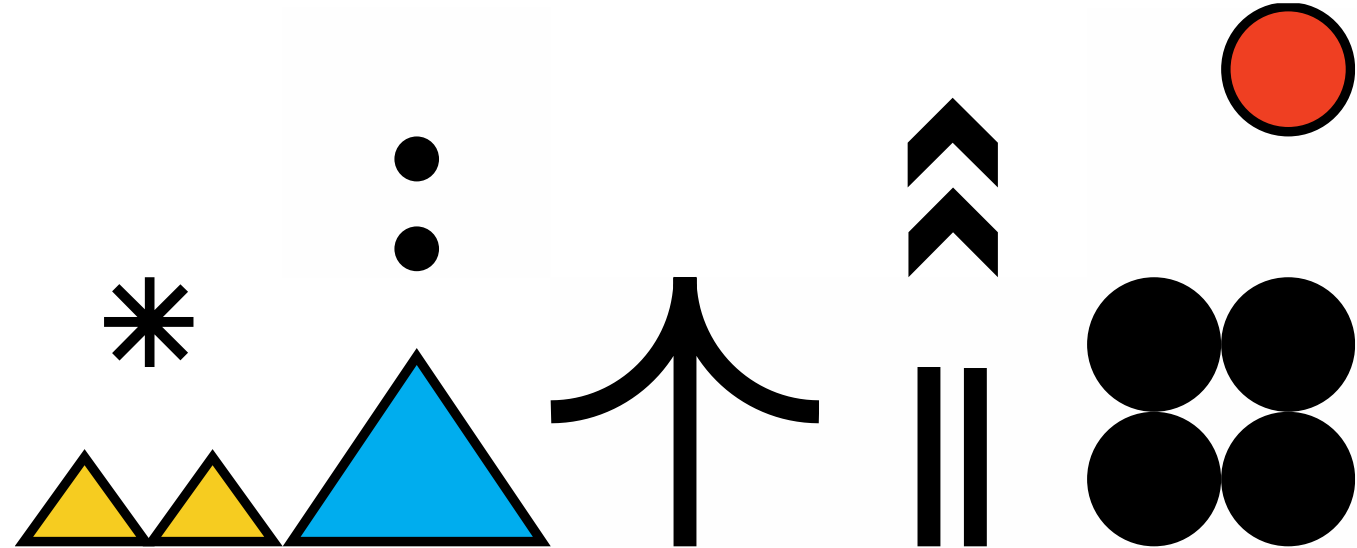
Complete courses through LinkedIn Learning

Share ideas and professional content (e.g. blogs/videos) – thought leadership



The basics of a LinkedIn profile

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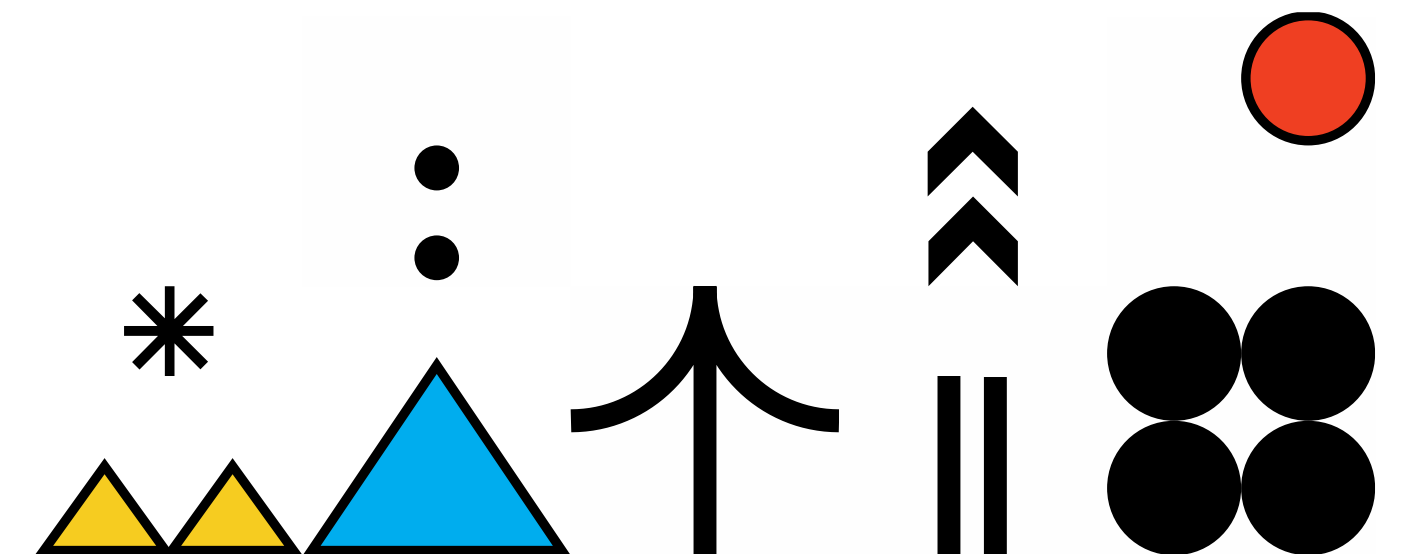


Basic premise of a LinkedIn profile

It should position someone for their next career move.

When it becomes clear what this next career move might look like, their LinkedIn profile should reflect this.

Postdocs can expand and leverage their network, conducting informational interviews to broaden their knowledge of different career paths, which then can inform further development of their profile.

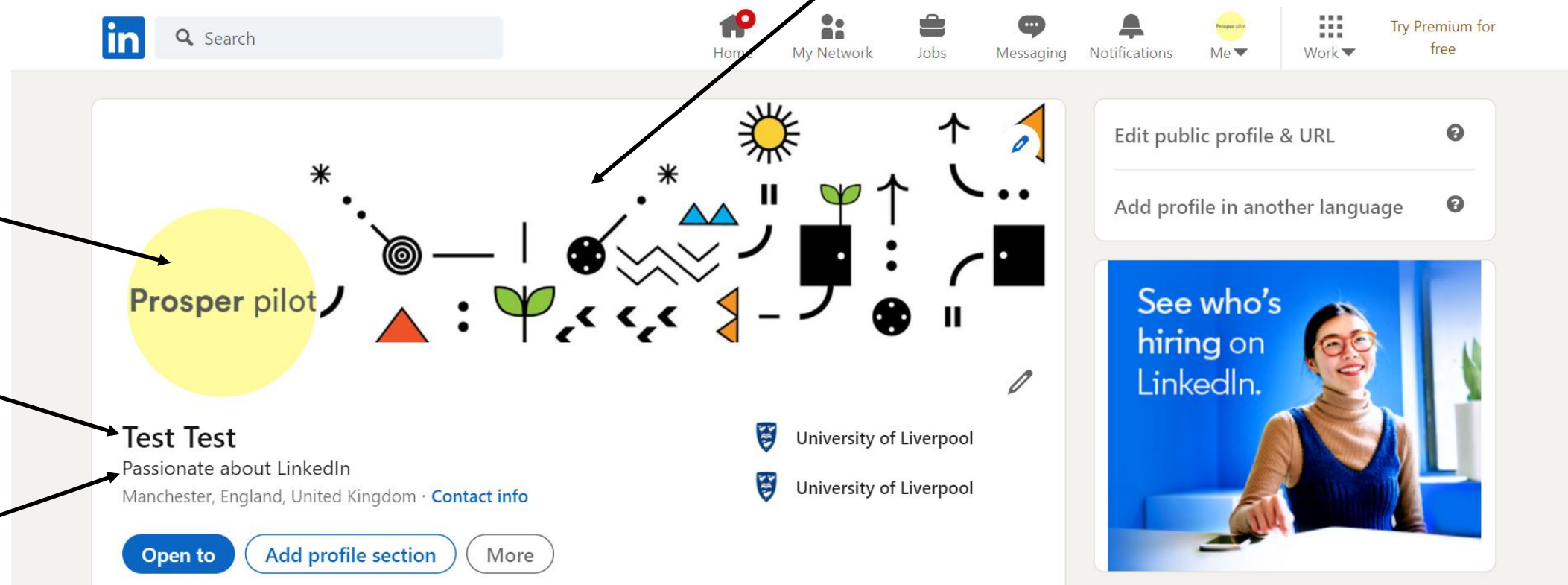


Background photo

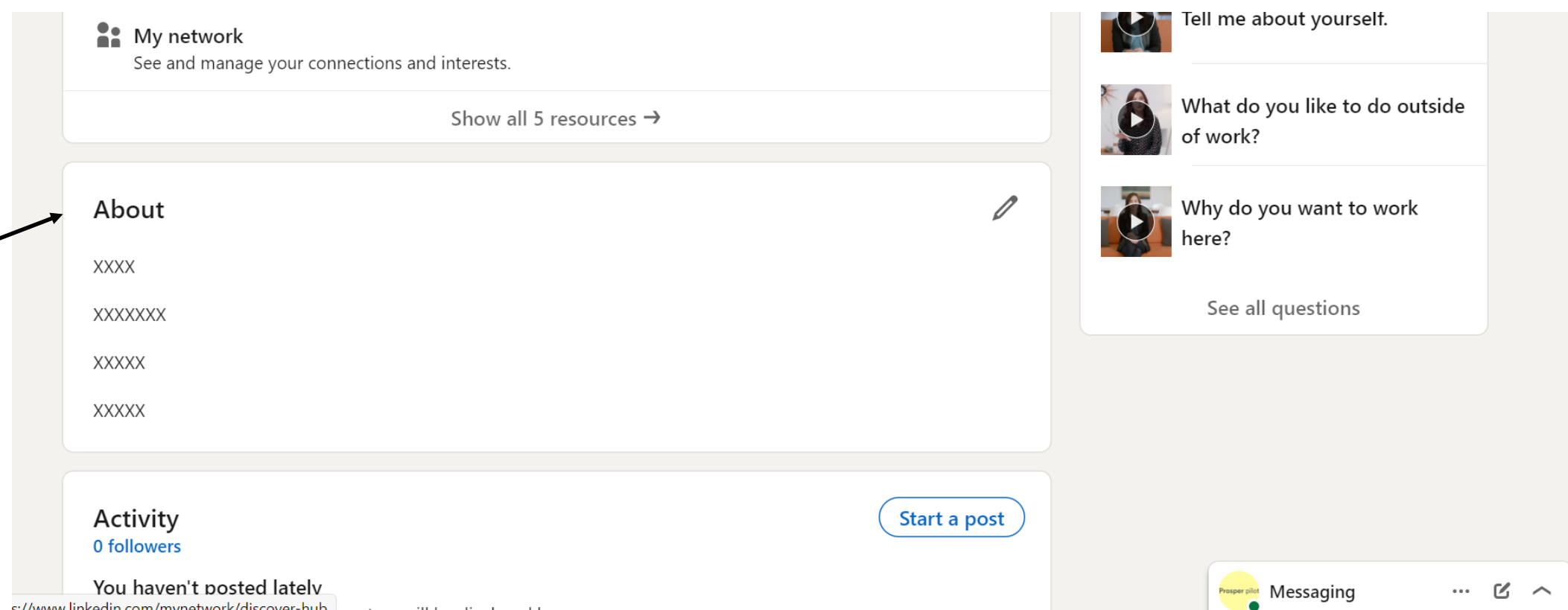
Your photo

Your Name

Professional
Headline



About you
summary

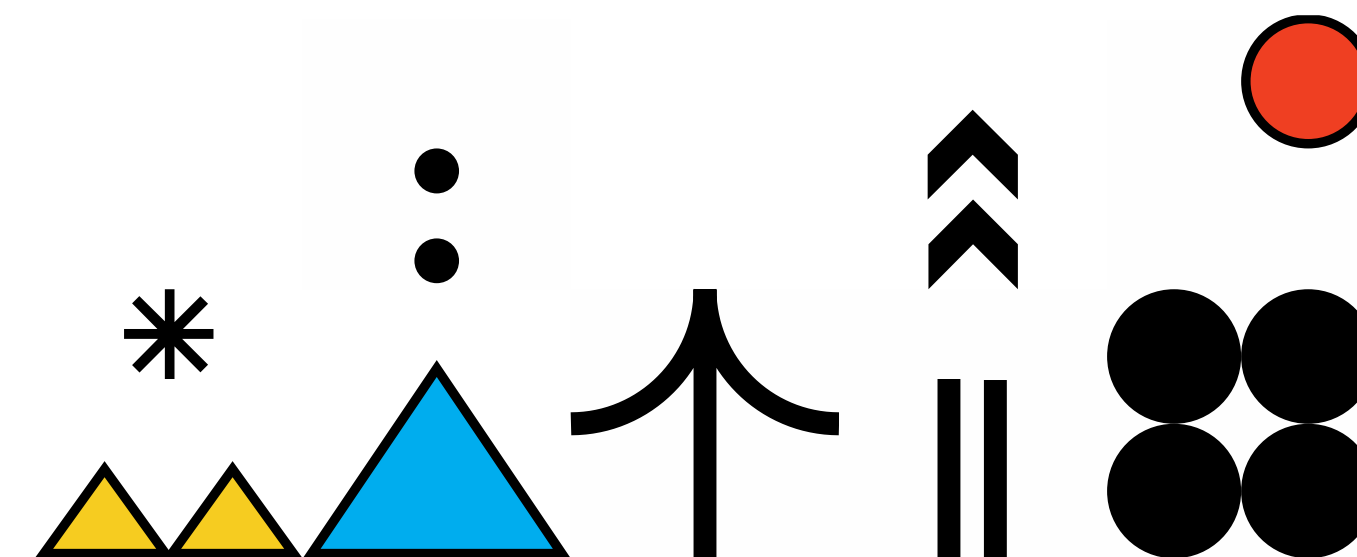


- Experience
- Education
- Skills

Recommended and
Additional sections

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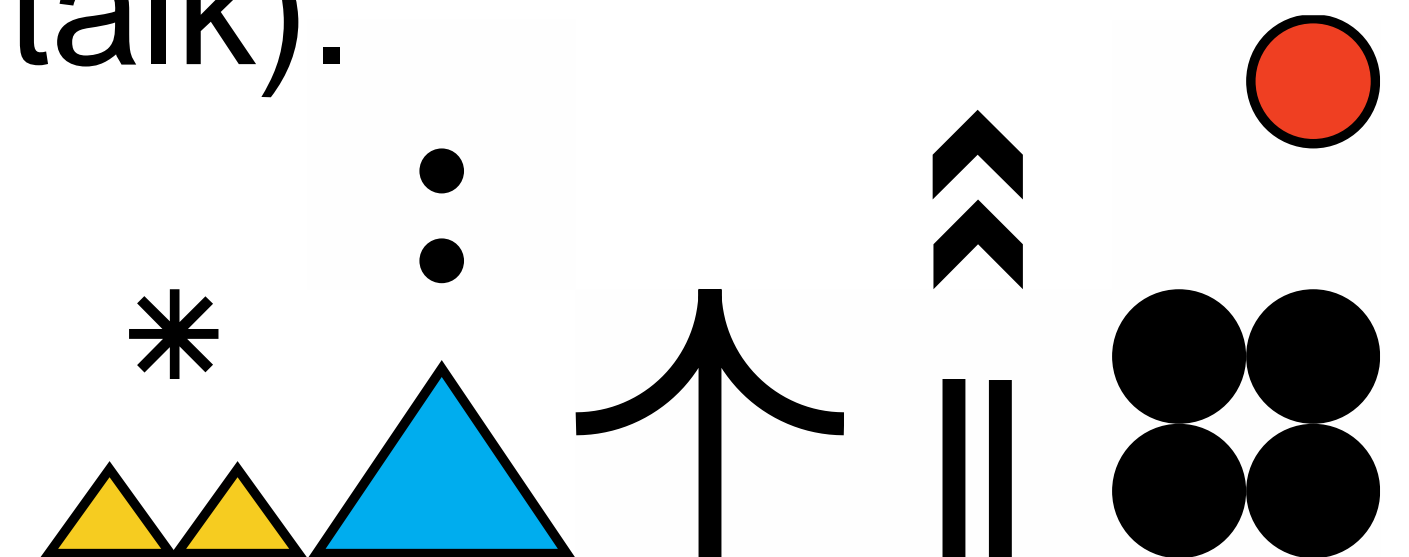
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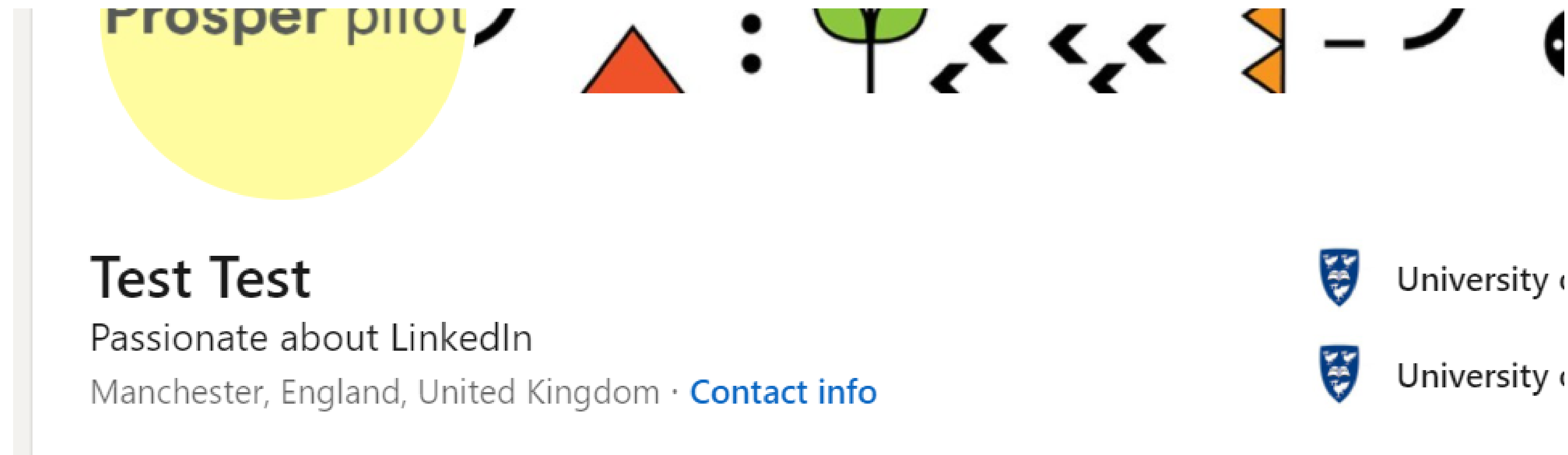
Profile photos



- Does not need to be taken by a professional photographer, but it should be professional.
- Dress appropriate to the industry they are targeting.
- Remember to smile.
- Can be accompanied by an additional background photo (e.g. a speaking engagement; first slide of talk).

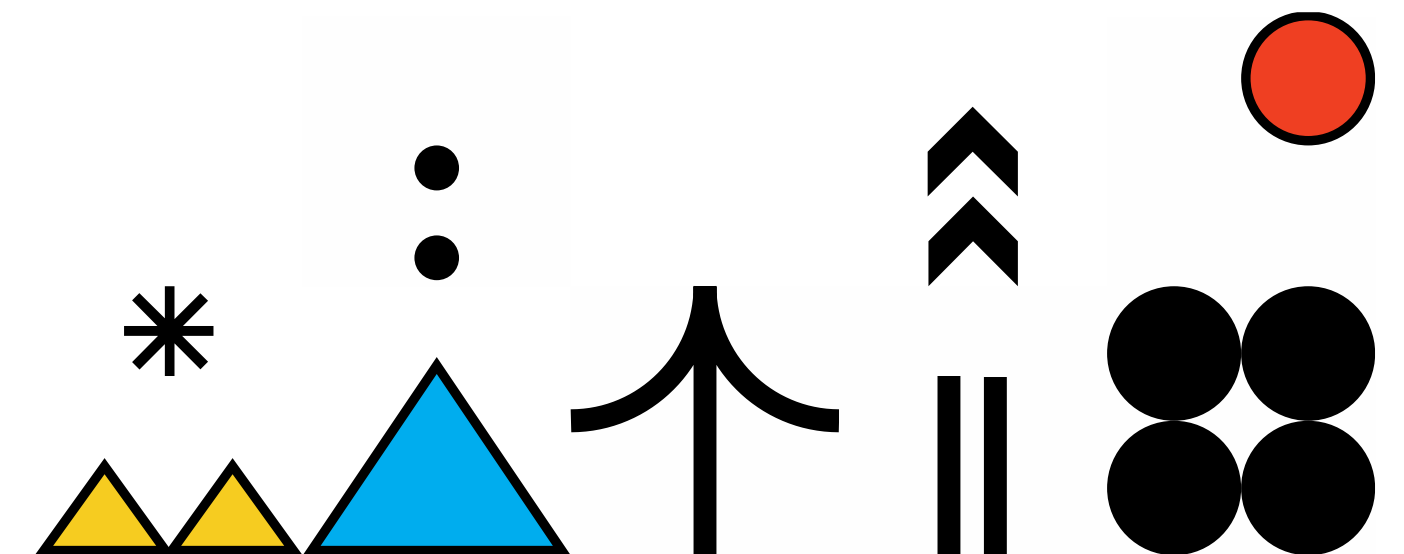


Professional Headline



Accompanies the name and photo in searches. It can be used to show up parts of someone's personality (who they are and what they care about)

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‘About’ section

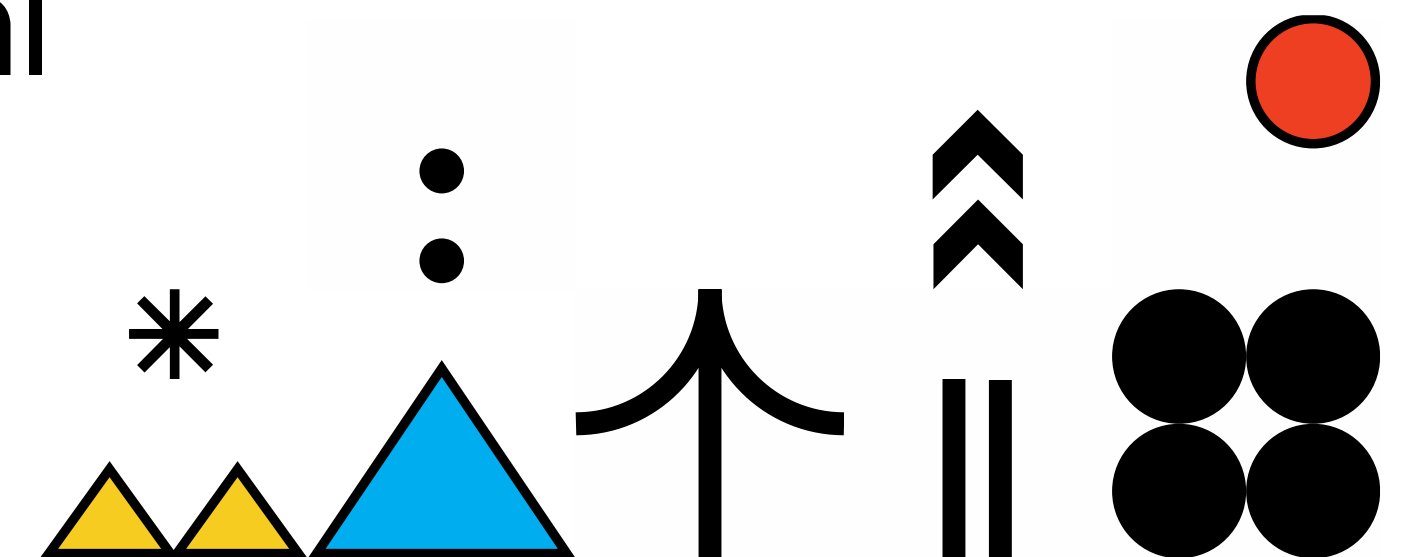
Opportunity to tell their story; showing their self-efficacy and belief in their own ability

Best possible future self

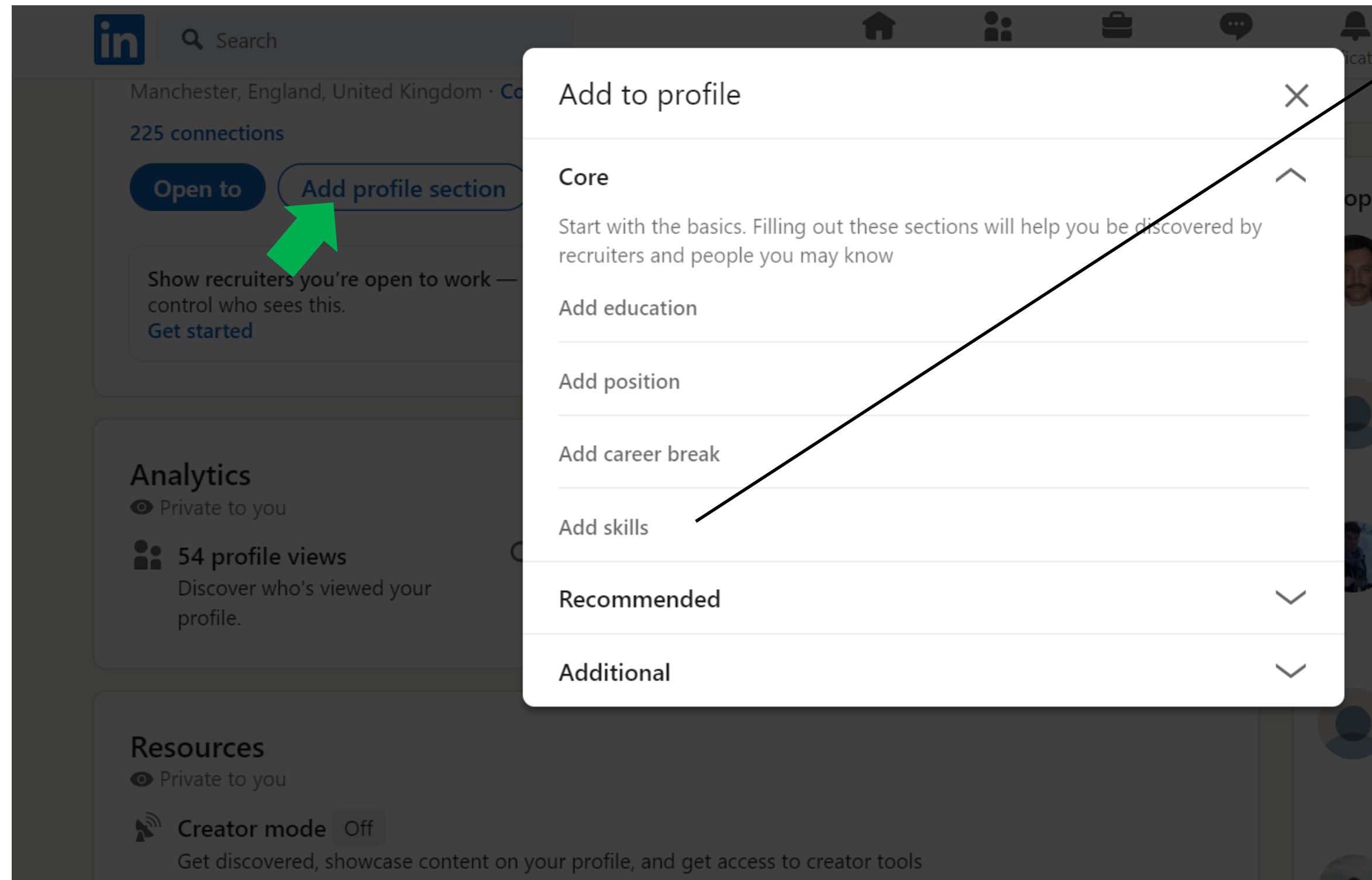
Technical skills,
transferable skills and
personal
characteristics/attributes

Step into the shoes of a
hiring manager – what
qualities/skills/experiences
would they be looking for in
a potential employee

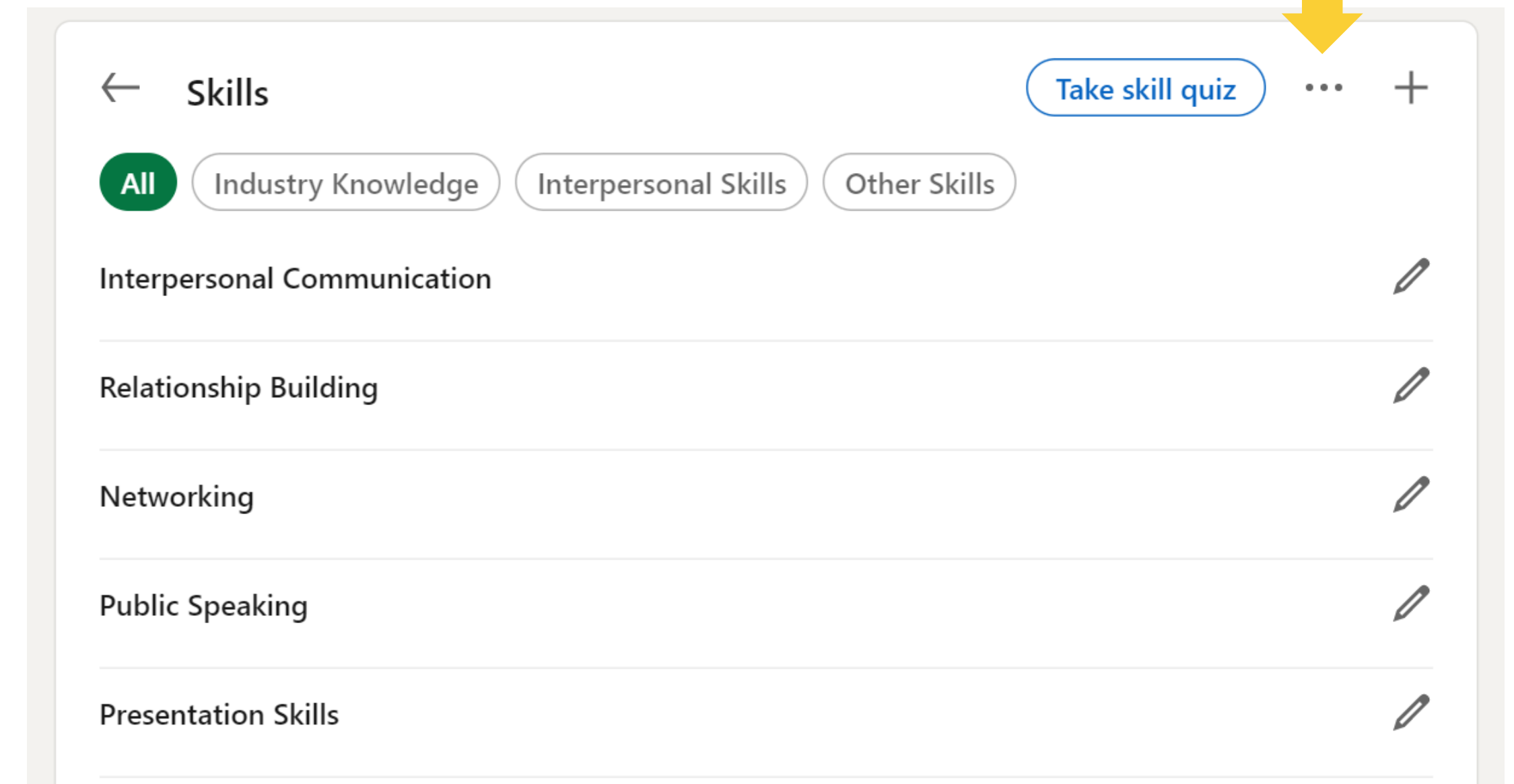
<http://www.sabrina-woods.com/linkedin.html>



Enhancing your profile: core sections

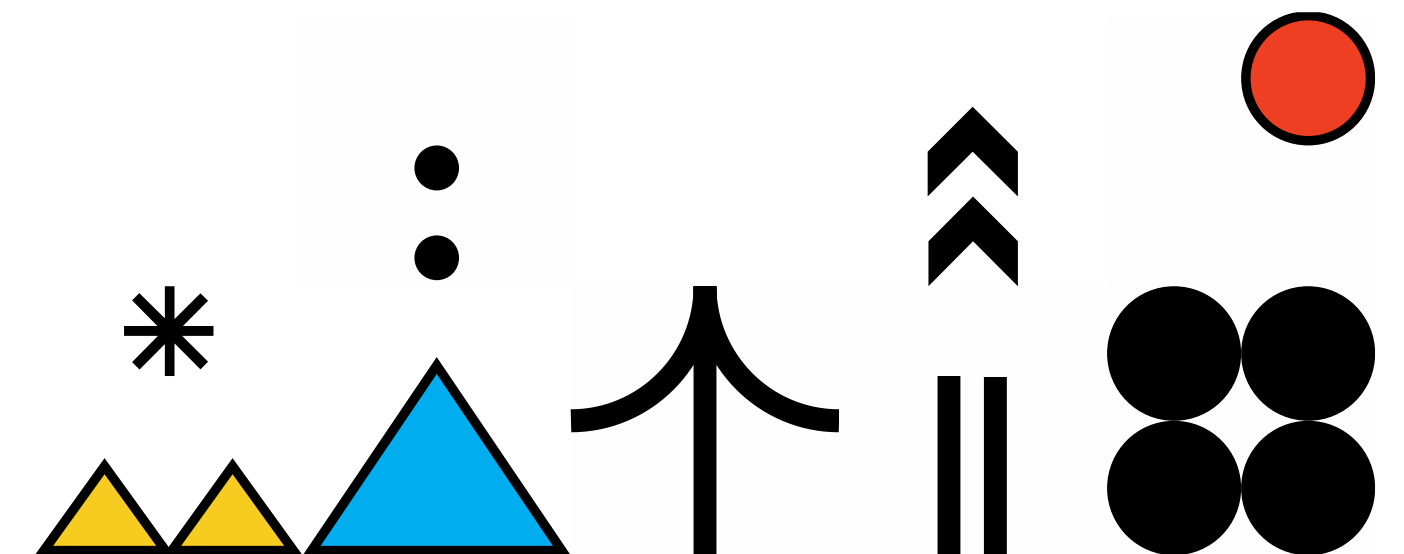


Skills



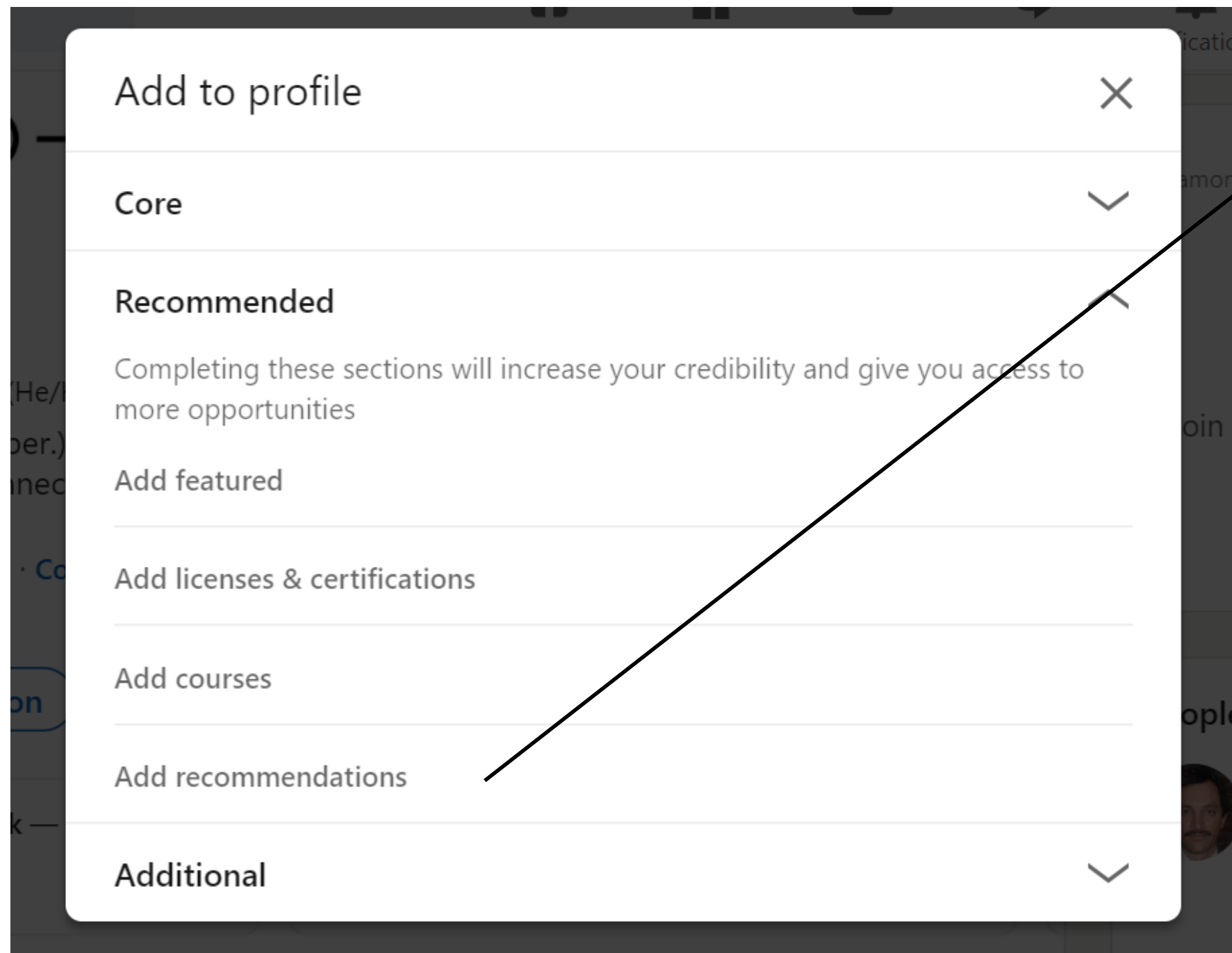
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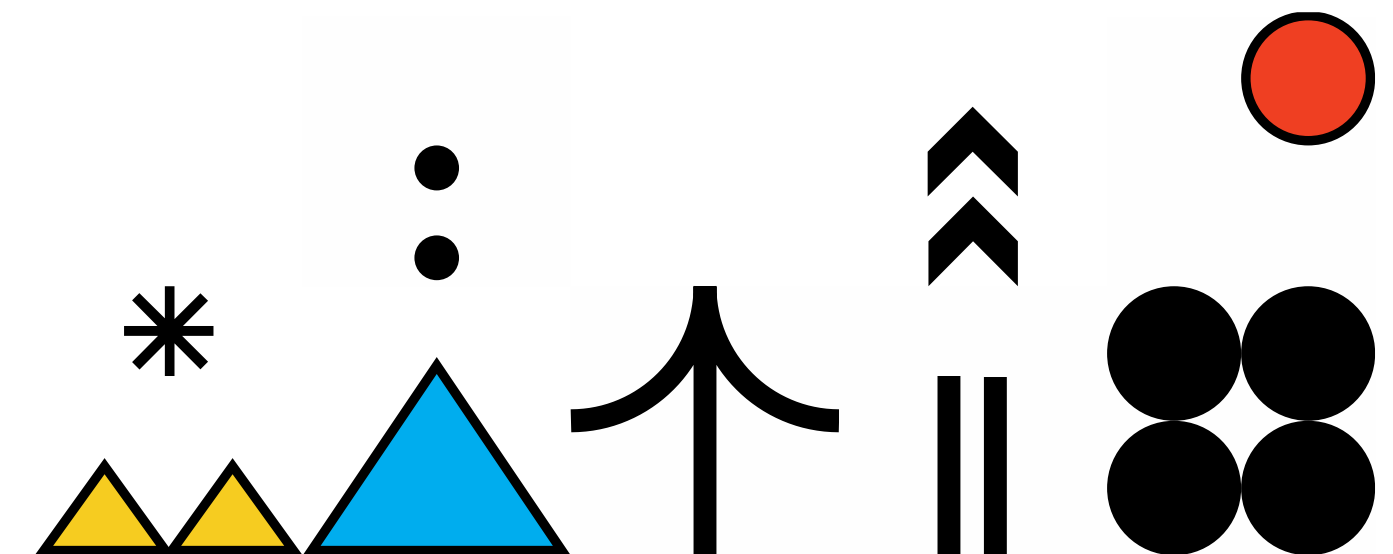
Enhancing your profile: recommended sections

Recommendations



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Enhancing your profile: additional sections

Add to profile

Additional

Add even more personality to your profile. These sections will help you grow your network and build more relationships.

- Add volunteer experience
- Add publications
- Add patents
- Add projects
- Add honors & awards
- Add test scores
- Add languages
- Add organizations
- Add causes
- Add contact info

Publications

Add publication

* Indicates required

Title*

Ex: Giving and receiving feedback

Publication/Publisher

Ex: Harvard Business Review

Publication date

mm/dd/yyyy

Causes

Causes

Science and Technology • Education • Health • Politics

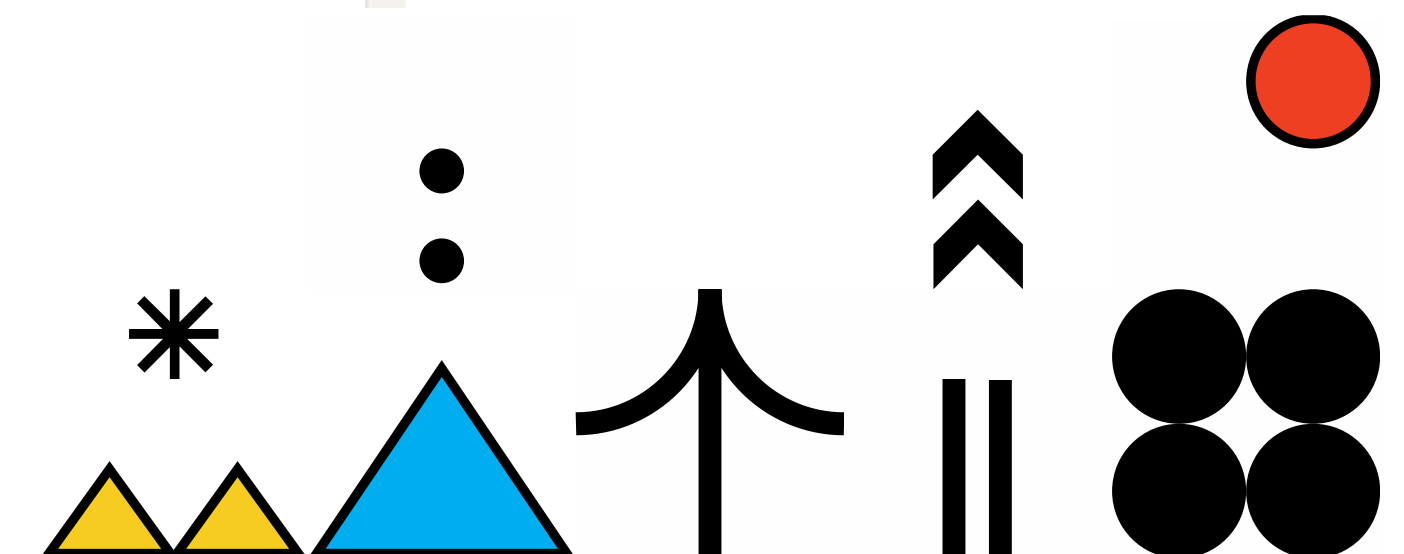
Interests (through what you follow)

Interests

Companies Groups Schools

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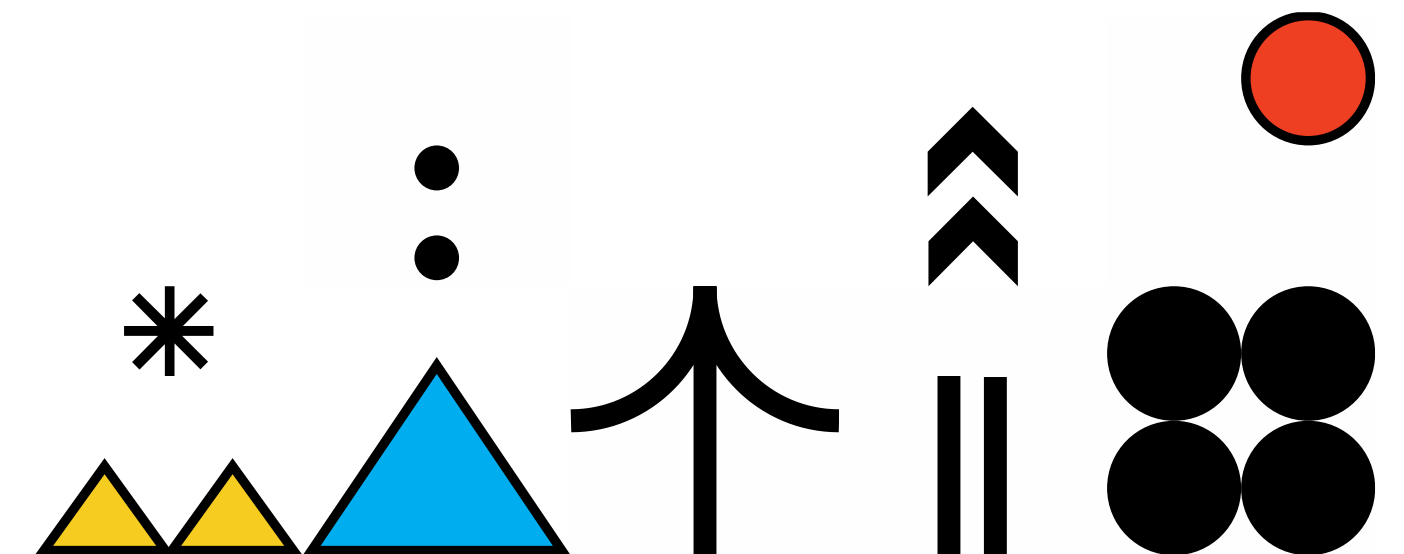
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How can you support your postdoc with LinkedIn?

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Small things – they don't expect you to be an expert in LinkedIn

Talk about LinkedIn in career conversations: Are you using LinkedIn? Have you updated your LinkedIn profile recently? Have you thought about using LinkedIn to expand your network and for career exploration?

Offer to read their profiles. Are they articulating the skills that you know they have? Feedback can give them new insight into themselves

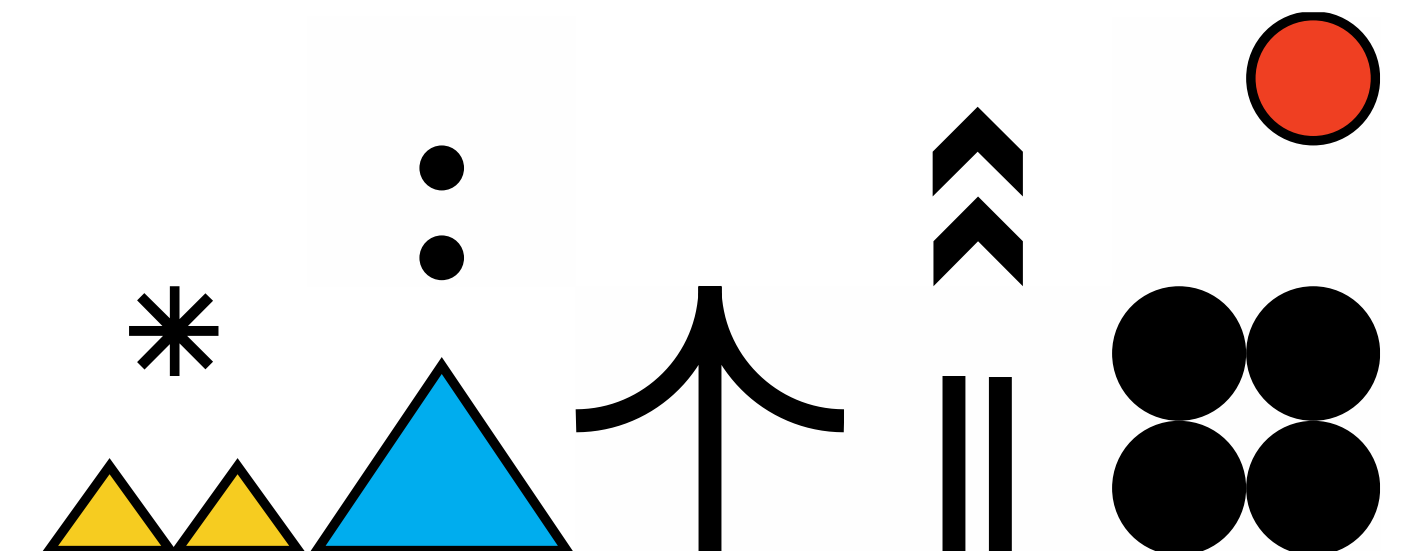
If on LinkedIn yourself, give your postdocs a LinkedIn recommendation. Shows your support and gives a confidence boost

If you're on LinkedIn yourself, share/suggest connections: e.g. former postdocs and PhD students of yours – what are they doing now? Could be a way for them to start exploring different pathways

Follow-up: How's it going with LinkedIn? What have you found? Who have you connected with? Any informational interviews?

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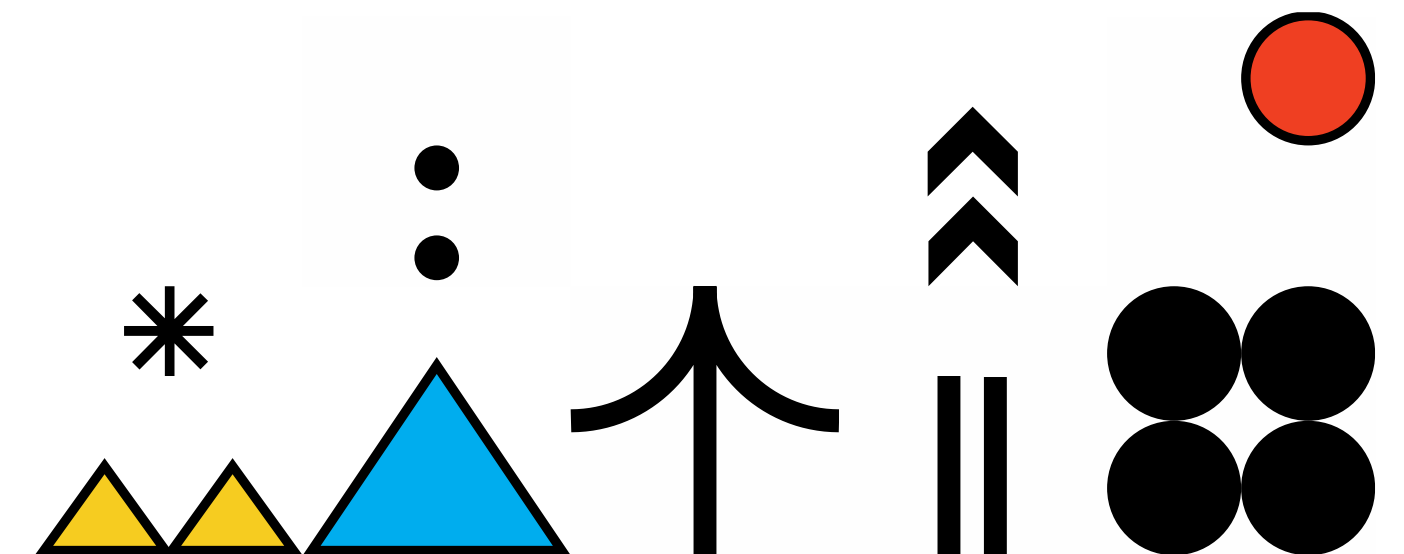
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Potential benefits of postdocs engaging with LinkedIn for you and your research

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A more confident,
less stressed,
supported and more
in control postdoc is
better for
productivity

Enhance your
reputation for
supporting your
postdocs with their
career development

Outward-looking
postdoc: potential
for external
collaborations

Postdocs as
ambassadors for
your research group
now and in the
future

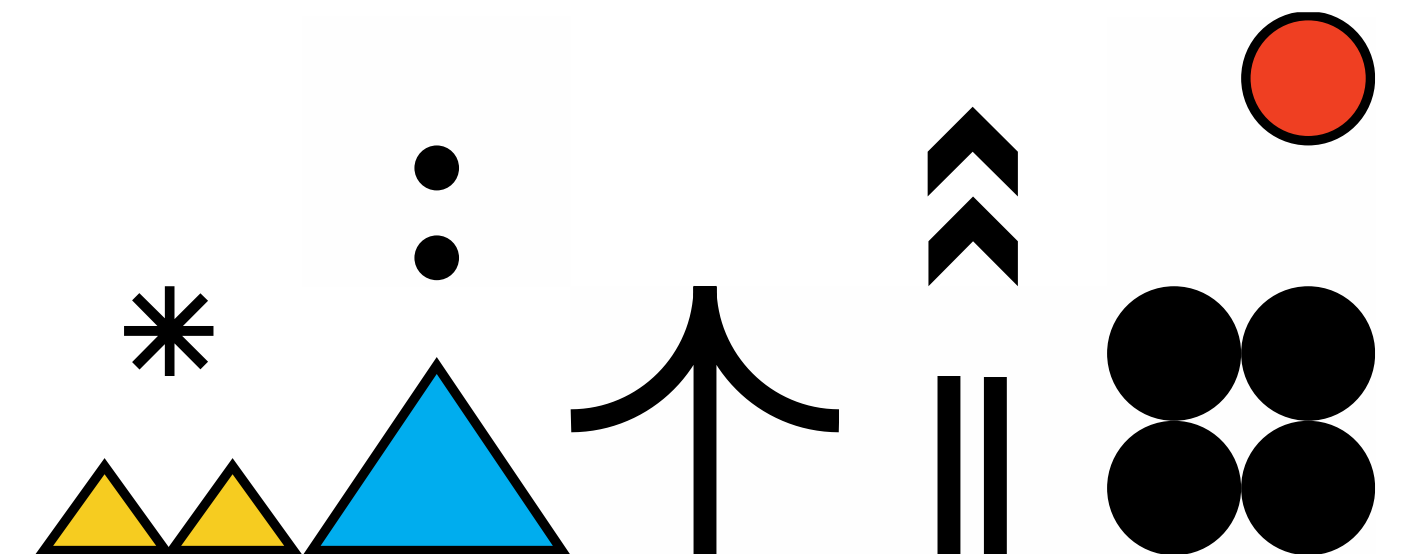
Opportunity for
more people to see
the research that is
done in your group

Join LinkedIn
yourself to keep in
contact with former
postdocs

Grow your own
network through
their network

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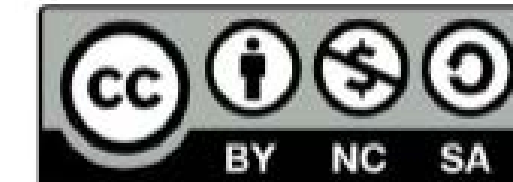
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Thank you for your time!



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