20:00

LinkedIn
- Finding Opportunities -

André Bjørn Nielsen – AAU Career

AAU CAREER
AALBORG UNIVERSITY

You should be able to her music playing
– if not try clicking 'join audio'

Questions and comments

Join at
slido.com
#47982

Why?

- Why have you come?

- What are you hoping to learn?

- Finish the following sentence in the chat:
  Todays workshop would be a success for me if…

AAU CAREER
AALBORG UNIVERSITY

AGENDA

- ❯ What is LinkedIn?
- ❯ What is a relevant company/contact for you?
- ❯ Search strategies and tools on LinkedIn
- ❯ Finding your keywords
- ❯ Optimizing your profile for what you seek

- ❯ Learning outcomes:
    - ❯ Understand what LinkedIn is and how it works
    - ❯ Knowledge about relevant search tools and strategies for LinkedIn
    - ❯ Understand how you find your own keywords
    - ❯ Knowledge about how you can use the above to improve your profile

What is LinkedIn?

Profiles

Mentor
(career advice)

LinkedIn
Publishing

Jobs

Groups

Messaging

Alumni

Live **NEW**

Events **NEW**

Company pages

Slideshare

LinkedIn Blogs &
Annual reports

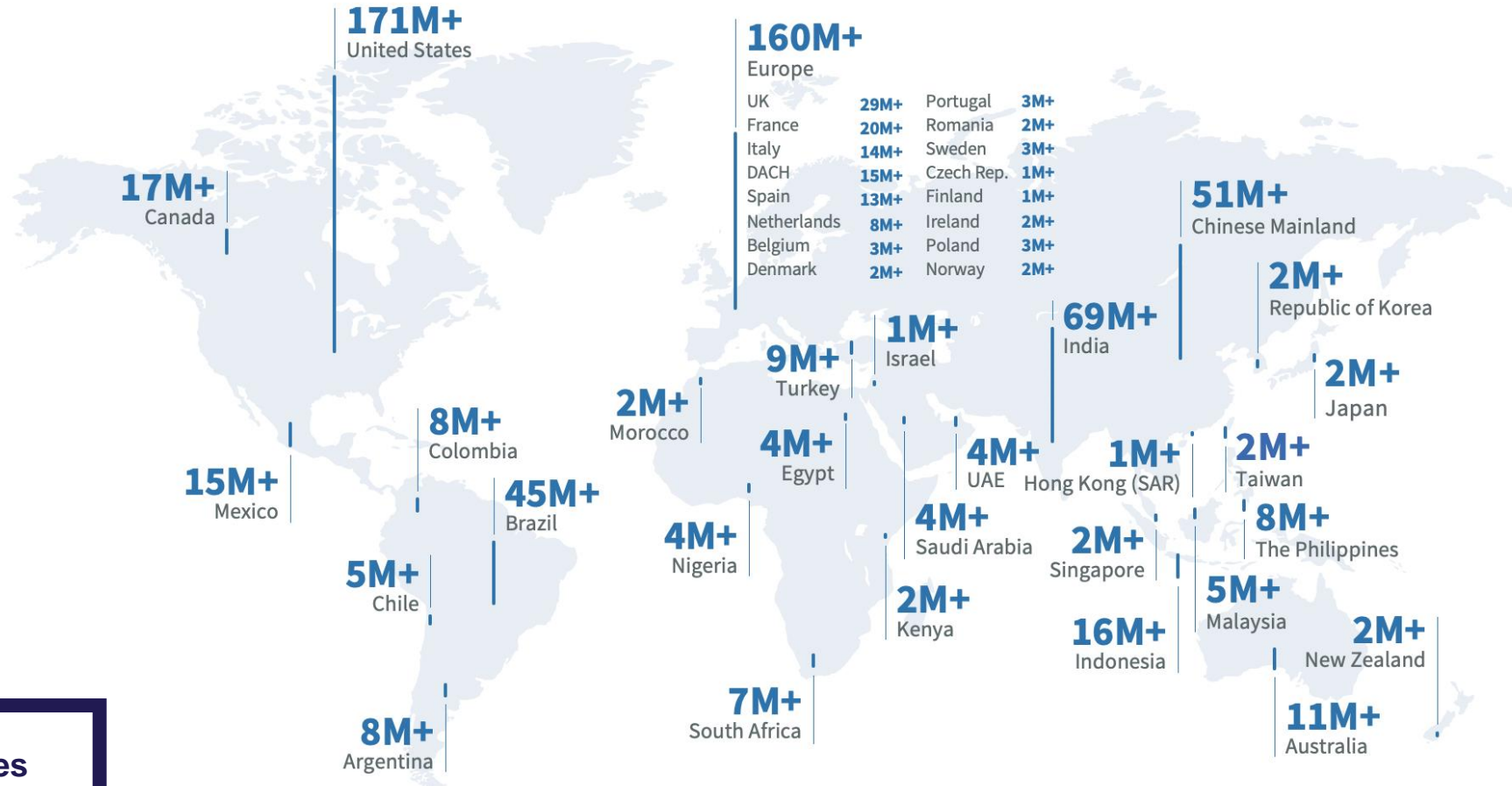CV builder (US)
(word 365 integration)

ProFinder (US)

Campaign
manager $

Recruiter $

Learning $

Sales Navigator $

706 million members in 200 countries and regions worldwide

171M+
United States

17M+
Canada

15M+
Mexico

8M+
Colombia

5M+
Chile

8M+
Argentina

45M+
Brazil

160M+
Europe

UK	**29M+**	Portugal	**3M+**
France	**20M+**	Romania	**2M+**
Italy	**14M+**	Sweden	**3M+**
DACH	**15M+**	Czech Rep.	**1M+**
Spain	**13M+**	Finland	**1M+**
Netherlands	**8M+**	Ireland	**2M+**
Belgium	**3M+**	Poland	**3M+**
Denmark	**2M+**	Norway	**2M+**

2M+
Morocco

9M+
Turkey

4M+
Egypt

4M+
Nigeria

1M+
Israel

4M+
UAE

4M+
Saudi Arabia

2M+
Kenya

7M+
South Africa

69M+
India

1M+
Hong Kong (SAR)

2M+
Singapore

16M+
Indonesia

51M+
Chinese Mainland

2M+
Republic of Korea

2M+
Japan

2M+
Taiwan

8M+
The Philippines

5M+
Malaysia

2M+
New Zealand

11M+
Australia

24 languages

16.000 full-time employees

AAU CAREER
AALBORG UNIVERSITY

Fun facts:
Microsoft paid $26.2 billion to buy LinkedIn in 2016
LinkedIn's annual revenue amounted to almost 6.8 billion U.S. dollars. (2019)
Linkedin generates more than $454.000 per employee (2019)

3 reasons to have a profile on LinkedIn

51 % of Danish employers uses LinkedIn
as a channel for recruitment (2019)

54 % of Danish employers use their company page
on LinkedIn to share new jobs (2018)

67 % of Danish employers is researching a future employee
via LinkedIn during the recruitment process (2016)

See more at www.ballisager.com

AAU CAREER
AALBORG UNIVERSITY

RELEVANCE

Company — You

- For you (what's in it for me?)
- For what you can offer?
- For what you're trying to accomplish?

- For the company (what's in it for them?)
- For what they are trying to achieve
- For their strategy and goals
- For their current problems

Reflections for you:

- What is it you are trying to find?
- Why is this relevant for you and your profile?
- Why is your profile relevant to the company/contact?
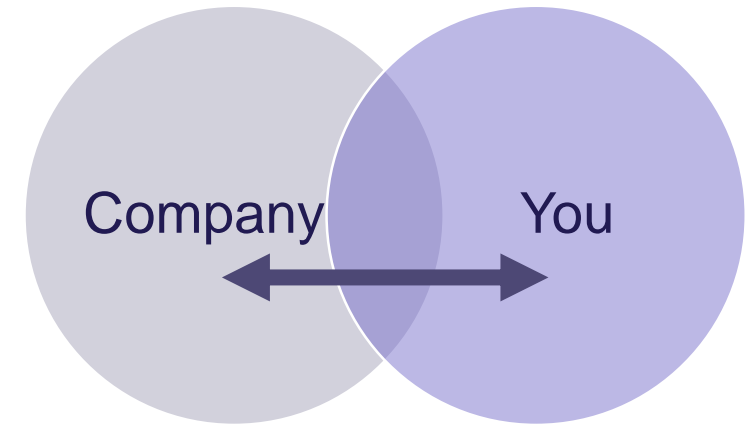
relevance noun

rel·e·vance | \ ˈre-lə-vən(t)s 🔊 \

Definition of *relevance*

1 a : relation to the matter at hand

   b : practical and especially social applicability : PERTINENCE
      // giving *relevance* to college courses

2 : the ability (as of an information retrieval system) to retrieve material that satisfies the needs of the user

3.2 Fallacies of Relevance

- **Appeal to the People (bandwagon)** occurs when the person who commits the fallacy appeals to the popularity of something (a point of view a product, etc.) in order to support a conclusion.

- Example: "You should buy the latest Toshiba laptop. Everyone is buying it."

AAU CAREER
AALBORG UNIVERSITY

Methods and search-tools

- Open search
  - People
  - Companies
  - Content
  - Groups
- Linkedin Alumni
- Linkedin Jobs

- Filtering
- "try searching for"
- Advanced searching with boolean parameters

AAU CAREER
AALBORG UNIVERSITY

Photo by Thomas Aeschleman on Unsplash

SEARCH STRATEGIES

- ❯ Education **title** – cand.scient.soc
- ❯ Education **name** – sociology
- ❯ **Profession** – sociologist
- ❯ **Skills**, Subjects from the study – Evaluation, data processing, surveys, social inheritance etc.

- ❯ Tips and tricks
    - ❯ It can be beneficial to do searches in multiple languages
    - ❯ The trick is to find the "right" keywords in regards to what you are looking for
    - ❯ How are people "talking" about what interests you?

AAU CAREER
AALBORG UNIVERSITY

Photo by Anastasia Petrova on Unsplash

Live Demo

- Open search

- Alumni

- Jobs

AAU CAREER
AALBORG UNIVERSITY

My search log

Relevant Jobtitles	Relevant Companies
Global insight manager	LEGO

AAU CAREER
AALBORG UNIVERSITY

Find your keywords

- Curriculum
  - https://studieordninger.aau.dk/
- Course description on Moodle
- AAU Program webpage
- AAU Project library
  - https://projekter.aau.dk/projekter/en/
- AAU Linkedin Alumni
  - https://www.linkedin.com/school/aalborg-universitet/people/

FIND YOUR KEYWORDS - CASEEXAMPLE:
Culture, communication and globalization (CCG)
Keywords from curriculum

- The overall objectives of the acquisition of knowledge and understanding are that students will be able to:
  - acquire theoretical knowledge of **cultural and social aspects** of **globalization** processes
  - build theoretical knowledge of **communication between cultures** as well as **social identity formation** processes in the global world
- The overall objectives for the acquisition of skills are that students will be able to:
  - master scientific methods and tools and master general skills related to occupation within **culture**, **communication** and **globalization**
  - **analyze communication situations** and **communicate between and across cultures** in the global reality

Streams (specializations)

- **Consumption and Market Communication**: **consumer studies** and **market communication**, with a special focus on **intercultural communication** and **culture studies**

- **Organization and Leadership**: **organizational culture** and **management**, with a special focus on **intercultural understanding** and **multi-cultural management**

- **International Relations and the Global Order**: international issues, with a special focus on **global political**, **financial**, **social** and **cultural relations** and processes

- **International Migration and Ethnic Relations**: **International migration**, with a special focus on issues relating to **migration movements**, **integration policies** and **ethnic relations**.

Moodle: Applied methods, Market&Consumption (CCG):

- Research designs, Etnography, Netnography, Narrative analysis, etc…

General → **Specific**

CCG   *CURRICULUM*   *SPECIALISATION*   *SKILLS/TOPICS*

BOOLEAN SEARCHING

- Boolean searching on LinkedIn
  - OR, AND, NOT, ""
  - Has to be in CAPITAL letters!!

- Example. Search for a Java engineer not working at Linkedin:

- (Java **OR** J2EE **OR** JSP) **AND** (Engineer **OR** Architect **OR** Lead) **NOT** LinkedIn

- Sorting your results with filters

- **From CCG example:**
  - **cultural and social aspects** of **globalization** processes
  - Culture OR "social aspect" AND globalisation

AAU CAREER
AALBORG UNIVERSITY

My search log
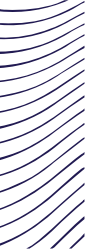
Relevant Jobtitles	Relevant Companies
Mobility consultant	LEGO

AAU CAREER
AALBORG UNIVERSITY

LINKEDIN JOBS

- Fill out Career interests

- Open to opportunities
  - Only share with recruiters
  - Share with all members of LinkedIn

AAU CAREER
AALBORG UNIVERSITY

Company pages

- Find relevant companies to your profession

- Follow

- Read the latest news

- Like and comment on posts

- Share articles and posts in your own network

- See the current members of the staff to get an idea about career paths

AAU CAREER
AALBORG UNIVERSITY
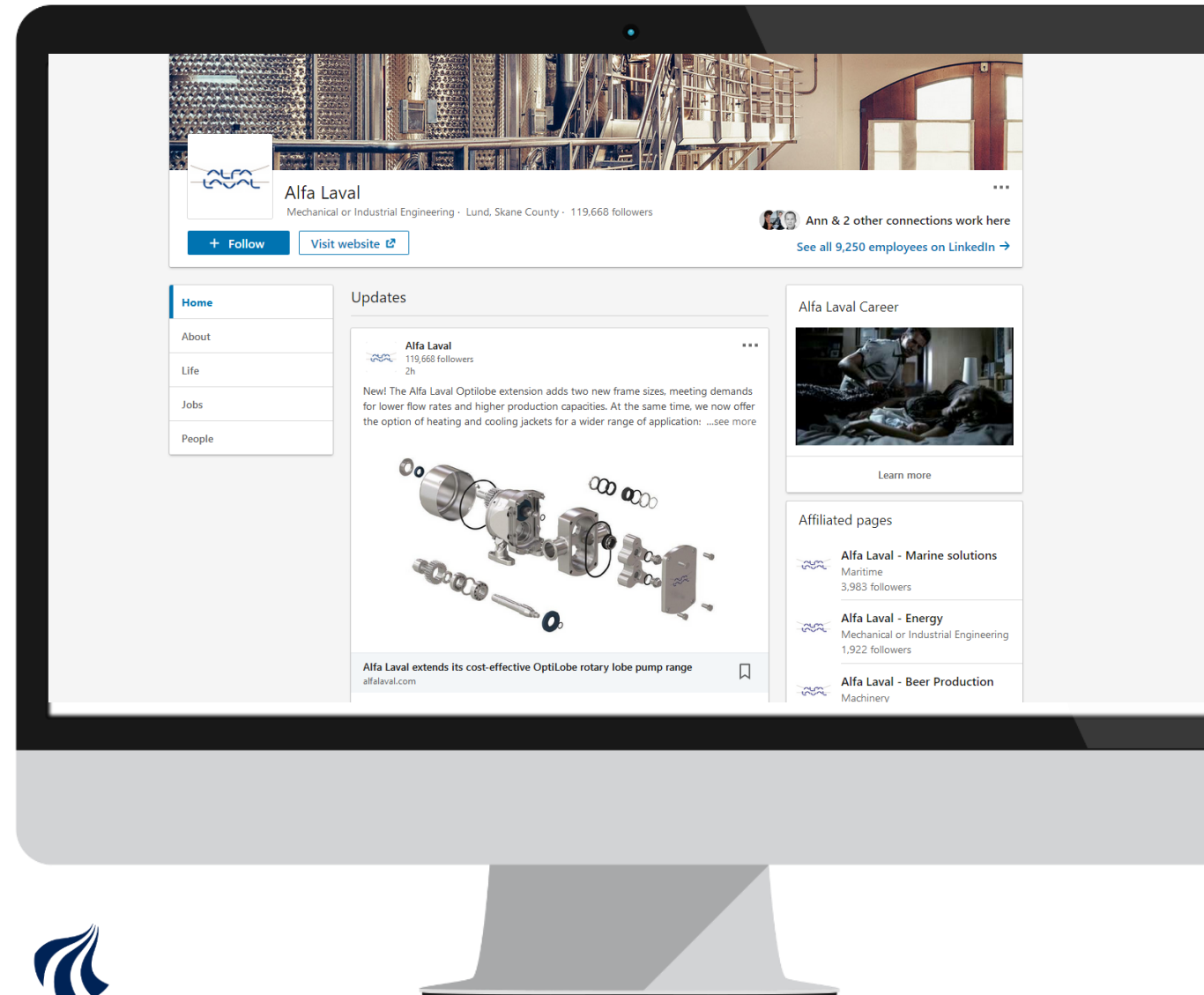
Find employees in relevant companies

- ❯ Search for former and current employees

- ❯ Filter on location, education, network etc.

- ❯ Find and follow/connect to relevant profiles

- ❯ Stay informed and get inspired by career paths

AAU CAREER
AALBORG UNIVERSITY
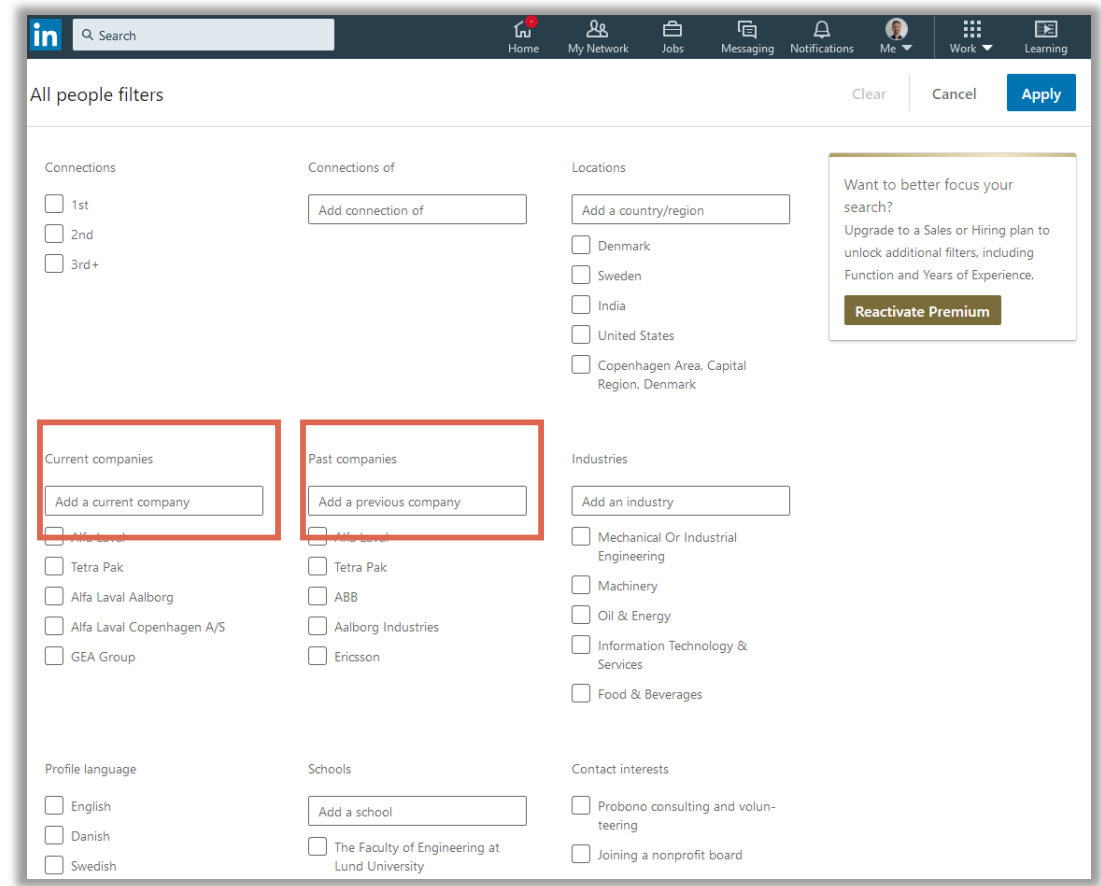
Relevant professionals

- **Industry/business-profiles** that you know are leading within your industry or field or knowledge

- **Scientific-profiles** that you know are leading within your industry or field or knowledge

- **Authors** of books and articles that you know are leading within your industry or field or knowledge

- **Search LinkedIn for content** on your industry or field or knowledge
  and follow interesting profiles that you stumble upon.

AAU CAREER
AALBORG UNIVERSITY

Make your invites personal
- why does it make sense that you connect?
NOTE: difference in APP- and browser-view
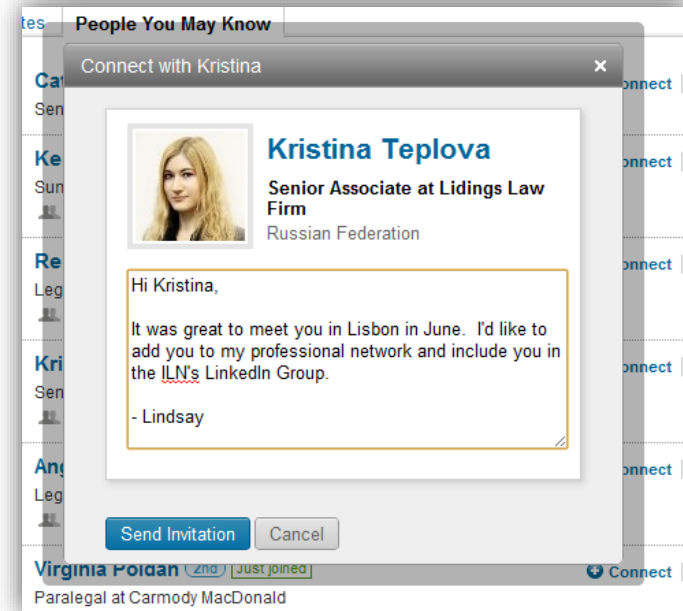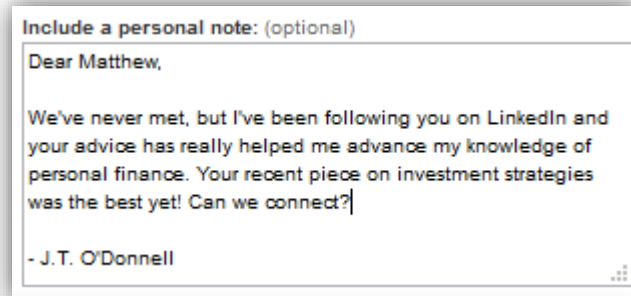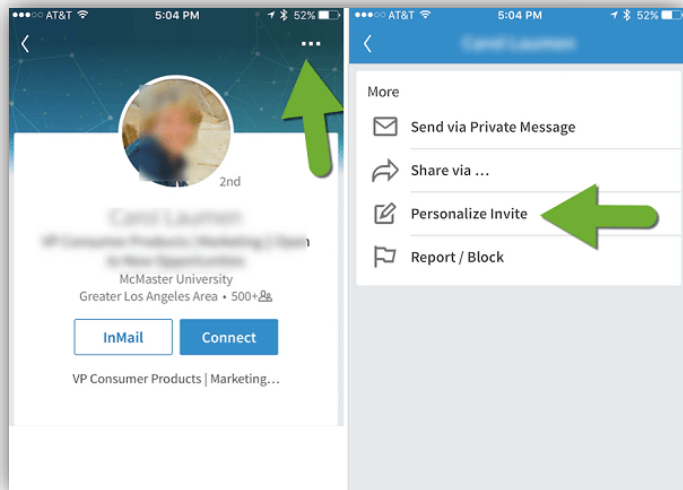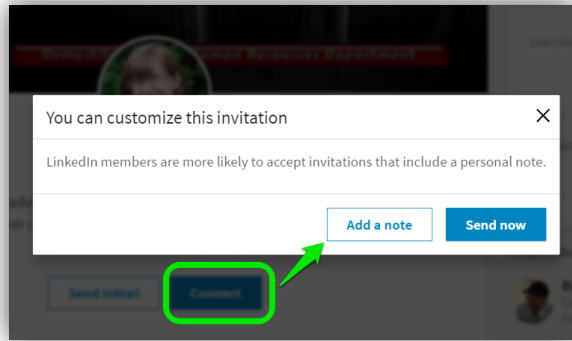
LinkedIn Alumni

- Find alumni's from AAU who studied the same or a similar education as you, and see where they work and what they are doing.

- Direct link:
  - https://www.LinkedIn.com/school/aalborg-universitet/people/

- Alternatively:
  - Seek for Aalborg University and find AAU's official school page
  - Choose Alumni I the left column

- Find our guide on LinkedIn alumni here:
  https://www.karriere.aau.dk/digitalAssets/583/583757_linkedin-alumneguide-en-f19.pdf
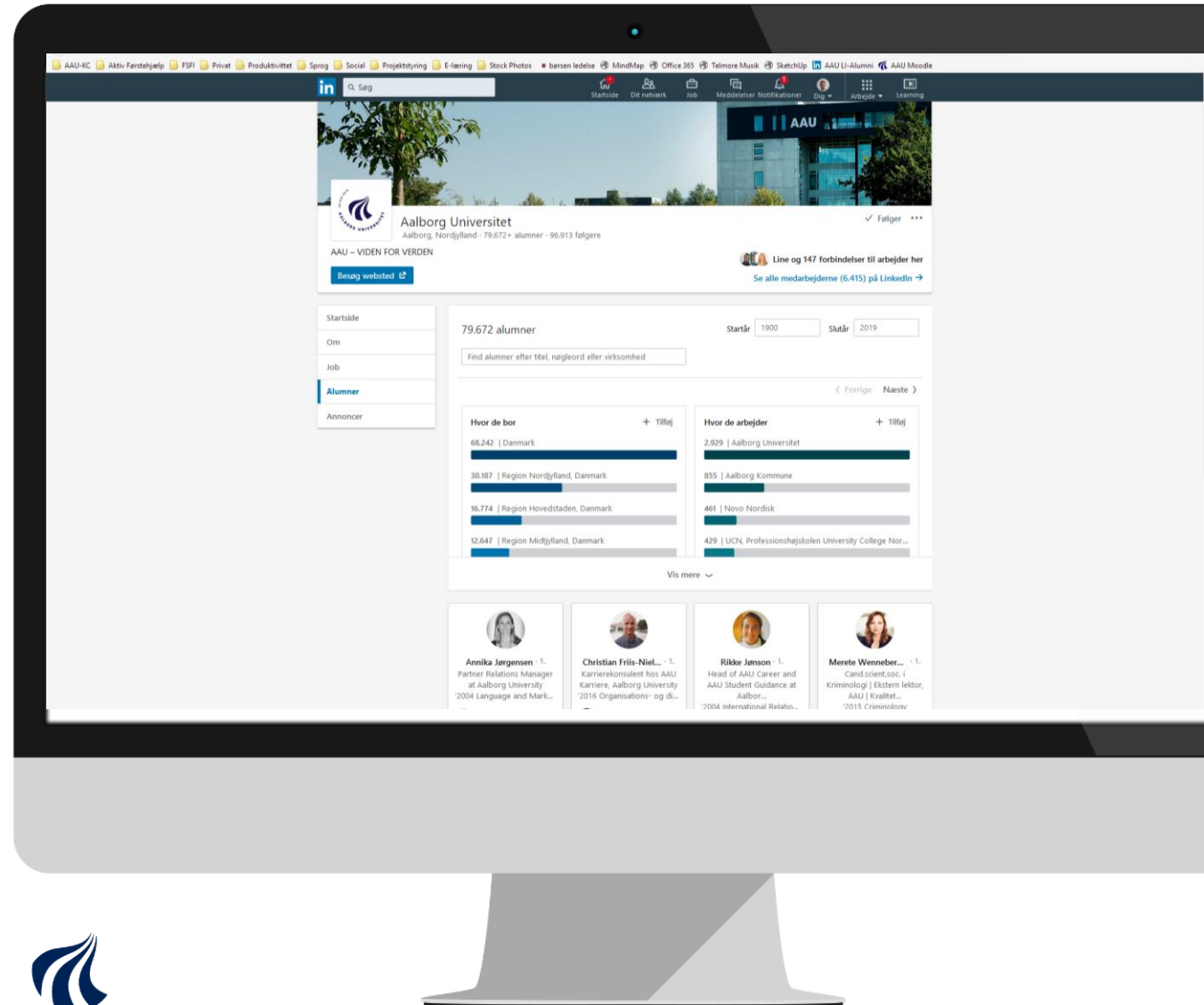
Evaluating your search strategy and profile

❯ Make sure to write down/save your best searches

   ❯ What works and what doesn't?

❯ Based on the keywords that you find is working for you - you now have a clue to how you can adjust you profile to better signal what you are looking for.

AAU CAREER
AALBORG UNIVERSITY

Evaluating your strategy

1. LinkedIn Social Selling Index
   (activity and profile based)
   www.LinkedIn.com/sales/ssi

2. Who viewed your profile (activity based)
   Interact more to get more views
   https://www.linkedin.com/me/profile-
   views/urn:li:wvmp:summary/

3. Your weekly search stats (profile based)
   Work with you profile to be found more in searches
   https://www.linkedin.com/me/search-appearances/
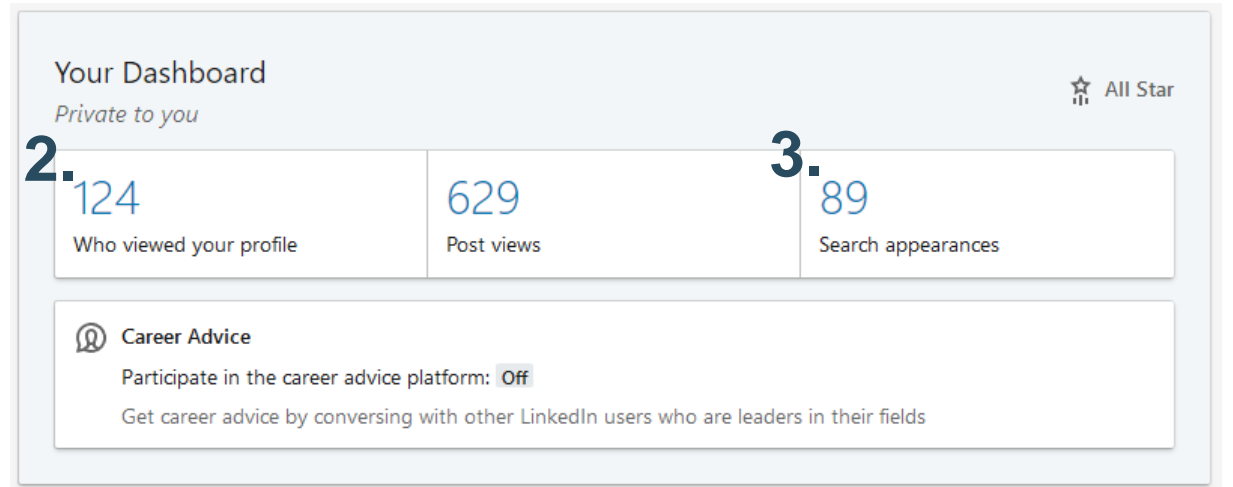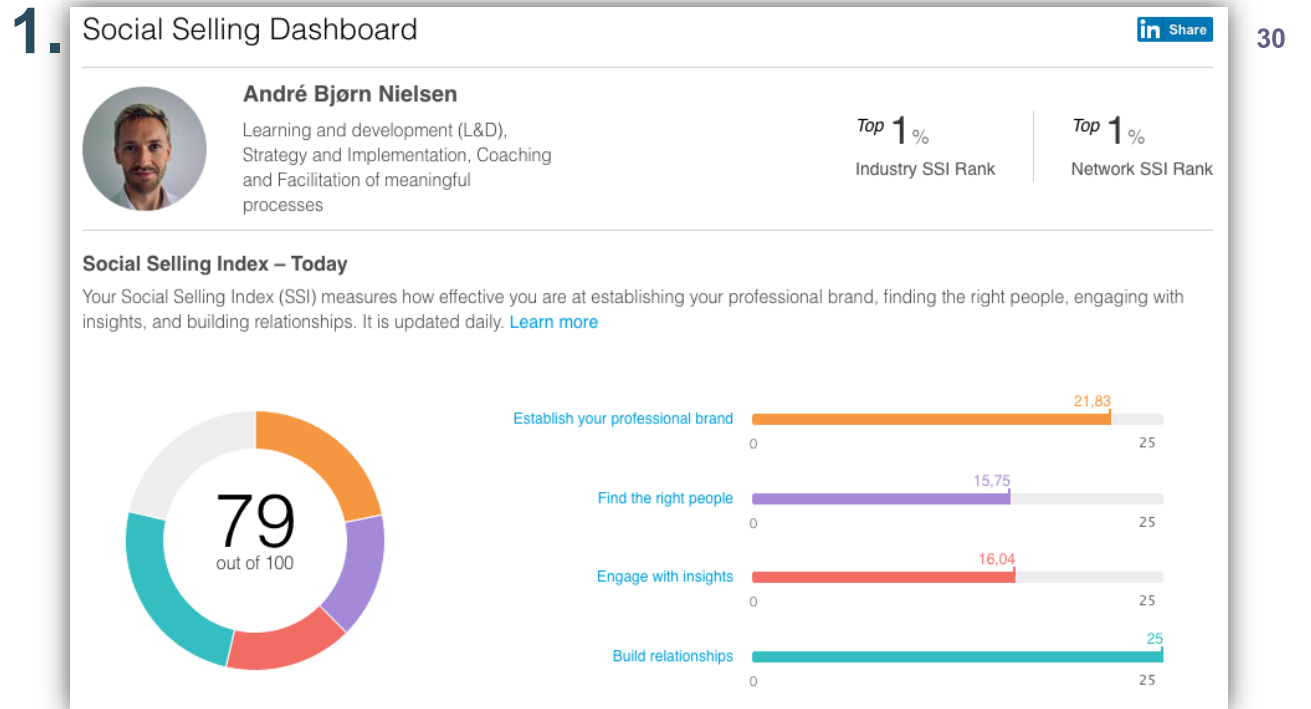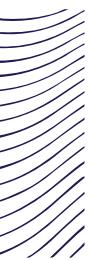
My keywords

❯ Use www.TagCrowd.com to analyze your current profile

❯ Go to your profile

❯ Click 'Edit public profile and URL'

❯ Copy all text into tagcrowd

❯ Adjust the settings (language and so on)

❯ Put in unwanted word like conjunctions in the "don't show these word" section

❯ Visualize the result
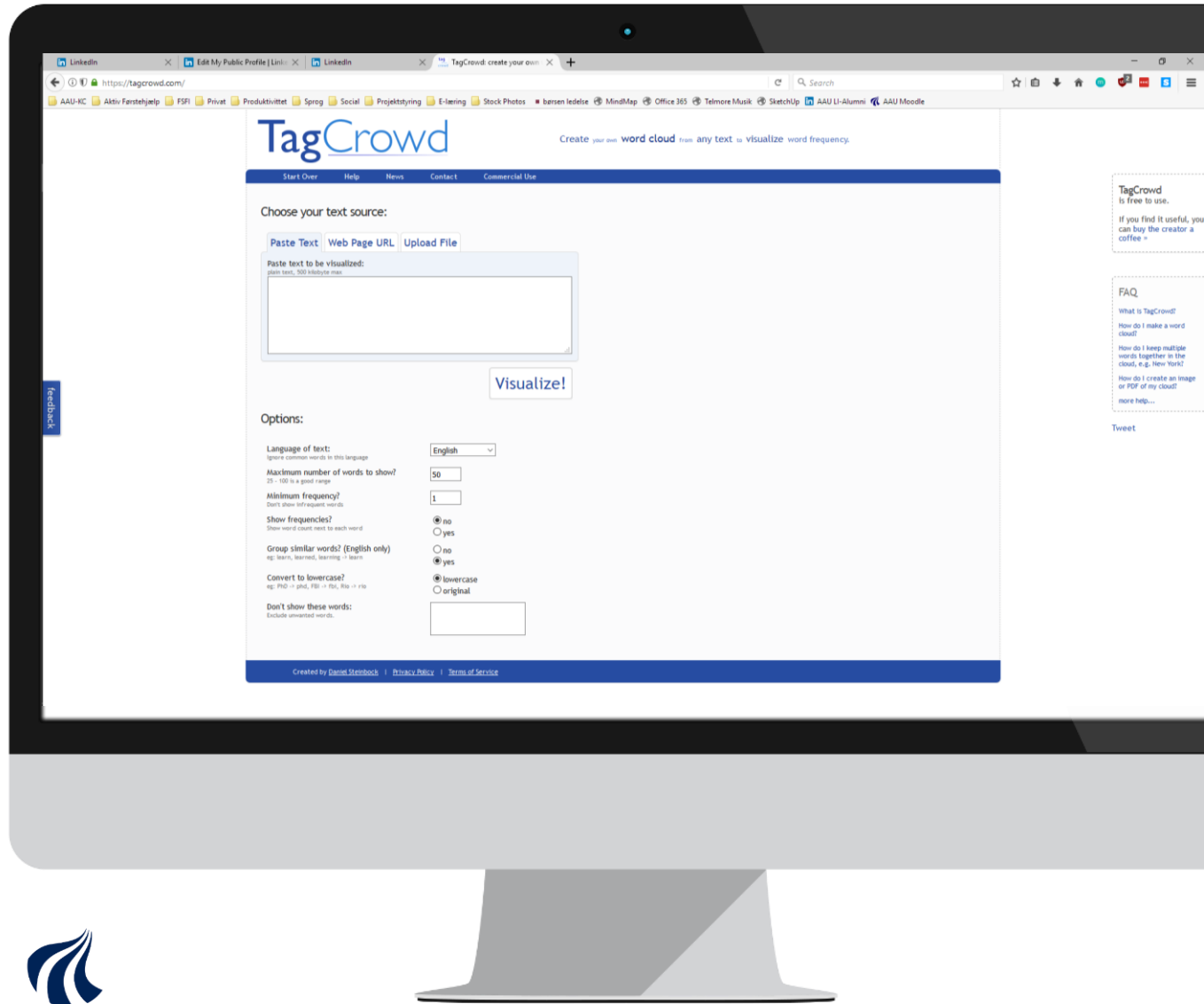
What should/could I share on LinkedIn?

- Relevant knowledge that you find
  - LinkedIn posts, Articles from your study, Videos (TED etc.), Infographics, etc.

- Relevant knowledge that you have/create
  - Own articles, Short tips and tricks, Recommendations (a person, a company, a book etc.)

- Relevant stories
  - Your success, A finished project, Awards, A new certification or exam and what it all means to your network (why is it relevant to share?)

- Relevant knowledge that you are looking for or a subject that you would like to discuss
  - A hypothesis that you would like to test out

AAU CAREER
AALBORG UNIVERSITY

Width vs. debth
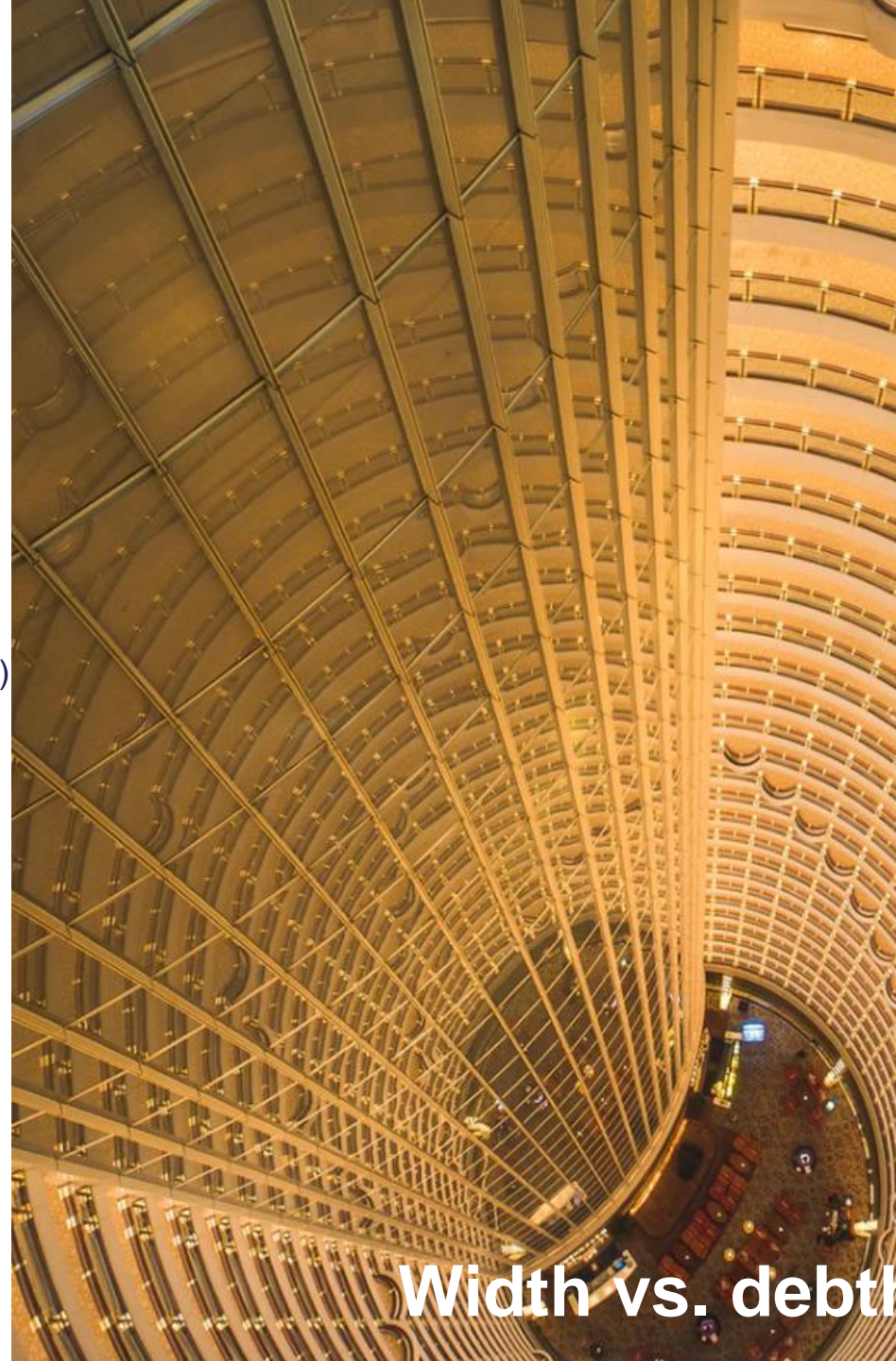
The illusion of the perfect profile/career

JOHANNES HAUSHOFER
CV OF FAILURES

Most of what I try fails, but these failures are often invisible, while the successes are visible. I have noticed that this sometimes gives others the impression that most things work out for me. As a result, they are more likely to attribute their own failures to themselves, rather than the fact that the world is stochastic, applications are crapshoots, and selection committees and referees have bad days. This CV of Failures is an attempt to balance the record and provide some perspective.

This idea is not mine, but due to a wonderful article in *Nature* by **Melanie I. Stefan**, who is a Lecturer in the School of Biomedical Sciences at the University of Edinburgh. You can find her original article here, her website here, her publications here, and follow her on Twitter under *@MelanieIStefan*.

I am also not the first academic to post their CV of failures. Earlier examples are here, here, here, and here.

This CV is unlikely to be complete – it was written from memory and probably omits a lot of stuff. So if it's shorter than yours, it's likely because you have better memory, or because you're better at trying things than me.

Degree programs I did not get into

2008	PhD Program in Economics, Stockholm School of Economics
2003	Graduate Course in Medicine, Cambridge University
	Graduate Course in Medicine, UCL
	PhD Program in Psychology, Harvard University
	PhD Program in Neuroscience and Psychology, Stanford University
1999	BA in International Relations, London School of Economics

Academic positions and fellowships I did not get

2014	Harvard Kennedy School Assistant Professorship
	UC Berkeley Agricultural and Resource Economics Assistant Professorship
	MIT Brain & Cognitive Sciences Assistant Professorship
	This list is restricted to institutions where I had campus visits; the list of places where I had first-round interviews but wasn't invited for a campus visit, and where I wasn't invited to interview in the first place, is much longer and I will write it up when I get a chance. The list also shrouds the fact that I didn't apply to most of the top economics departments (Harvard, MIT, Yale, Stanford, Princeton, Chicago, Berkeley, LSE) because one of my advisors felt they could not write a strong letter for them.

Awards and scholarships I did not get

2011	Swiss Network for International Studies PhD Award
2010	Society of Fellows, Harvard University
	Society in Science Scholarship
	University of Zurich Research Scholarship

1

2009	Human Frontiers Fellowship
2007	Mind-Brain-Behavior Award (Harvard University)
2006	Mind-Brain-Behavior Award (Harvard University)
2003	Fulbright Scholarship
	Haniel Scholarship (German National Merit Foundation)

Paper rejections from academic journals

2016	QJE, Experimental Economics
2015	AER x 2
2013	PNAS, Experimental Economics, Science, Neuron
2009	AER
2008	Science, Neuron, Nature Neuroscience, Journal of Neuroscience, Journal of Vision

Research funding I did not get

2016	MQ Mental Health Research Grant
2015	Russell Sage Research Grant (two separate ones)
2013	National Science Foundation Research Grant
2010	University of Zurich Research Grant
	Swiss National Science Foundation Research Grant
2009	Financial Innovation Grant
	International Labor Organization Research Grant
	3ie Research Grant

Meta-Failures

2016	This darn CV of Failures has received way more attention than my entire body of academic work

2

See more: https://www.sciencealert.com/why-creating-a-cv-of-failures-is-good-Princeton-professor-viral

AAU CAREER
AALBORG UNIVERSITY

What's next?

- Follow AAU Career and AAU
  - Facebook - "AAU Karriere"
    - https://www.facebook.com/KarriereAAU/
  - LinkedIn - AAU Alumni Group
    - https://www.LinkedIn.com/groups/87352

Find other offers from AAU Career

- www.Careers.aau.dk
  - Events
  - Book a personal counselling
  - …and much more…
- www.Jobbank.aau.dk/

THANKS FOR JOINING THE WEBINAR

WWW.KARRIERE.AAU.DK

AAU KARRIERE
AALBORG UNIVERSITET