

HASS CONNECT MENTORING PROGRAM

Workshop 2 - Building your personal brand and online networking

Semester 1 2021

Acknowledgment of Country

The University of Queensland (UQ) acknowledges the Traditional Owners and their custodianship of the lands on which we meet.

We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country.

We recognise their valuable contributions to Australian and global society.



The Team...



Ben Graham
Project Officer,
Employability
Faculty of Humanities
and Social Sciences
b.graham@uq.edu.au



Lilla Csaki
Student Partner,
HASS Connect
Mentoring Program -
Support Officer
l.csaki@uq.edu.au



Lauren Bozzetto
Student Partner,
HASS Connect
Mentoring Program -
Support Officer
l.bozzetto@uq.edu.au

For today's workshop we will be working with LinkedIn

If you do not have an account already and would like to have an account please take a moment to open a blank LinkedIn Account. All you will need is your **name** and **email address**.



Few points from previous sessions

- Program Launch – Tuesday 16 March 6:00pm-7:30pm.
- HASS Industry Networking Evening (In Person) – Thursday 18 March 6:00pm-8:00pm on campus.
- You now have your mentor details, please reach out to them!
- Mentoring Agreement is due 26 March.

What will you learn in today's session

- What is **personal online branding** and why is it important.
- Key points about **actively using** LinkedIn and the importance of writing a **standout summary**.
- How to **search for connections** on LinkedIn and see examples of different professionals' profiles.
- How to use LinkedIn to **connect to people**



Activity 1: Google each other

Goal:

This exercise shows you what your future employer can also see.

Instructions:

With the people in your breakout rooms, introduce yourself, write down your first name and last name in the chat box. Now google each other. Each of you can share what you have found out. What was interesting? Was it surprising? Discuss with your peers.



Activity 2: Word Cloud

Why is your online presence important?

Share your experiences in the Word Cloud:

apps.elearning.uq.edu.au/wordcloud/12267

What does your online presence say about you?

Creating an online image is hard work. Having a personal brand offers a chance to display your skills!

According to Forbes, 92% of companies consider candidate's social media profiles while hiring.

Having no digital footprint is not necessarily a good thing either.

Things to remember when building a personal brand:


- Focus on improving your **writing skills**.
- Think twice before **commenting** – blog or event – **controversial**.
- Monitor your **online reputation** – think of yourself as a brand and how you want future employers to see you.
- Clean up **past social media**.
- Try and be consistent with your social **usernames**.
- Why you need a personal brand for your job search – and how to make yours amazing:

<https://www.ethicaljobs.com.au/blog/why-you-need-a-personal-brand-for-your-job-search-and-how-to-make-yours-amazing>

- LinkedIn is a great tool for **professional networking and connecting**, not just for job searching.
- Think of it as your **continuous professional learning journey**.
- **Research in your field, new opportunities** - placement, workshops, internships and events you can attend.
- Follow groups and **stay up to date** with industry trends.
- Opportunity for employers to **find you**.


- CV is a summary of your experience and achievements.
- Companies use it for **recruiting** and for sharing company information with prospective employees.
- Live document - ask for **endorsement of your skills** - add validity to your online resume by backing up to your work experience.

Skills & Endorsements

Add a new skill 

[Take skill quiz](#)


Customer Service · 10

 Endorsed by 2 of Jackie's colleagues at The University of Queensland

Project Management · 1

Locky Kaye has given an endorsement for this skill

Interpersonal Communication · 2

 Endorsed by 2 of Jackie's colleagues at The University of Queensland

- Yes you can, however, when reaching out to new people, ensure you write a message as to **why you want to connect** with them.
- **Maintain your connection.** After connecting with someone, remember to keep engaging, keep your connection active and lively. Comment positively on the posts of your network.

Who is on LinkedIn?

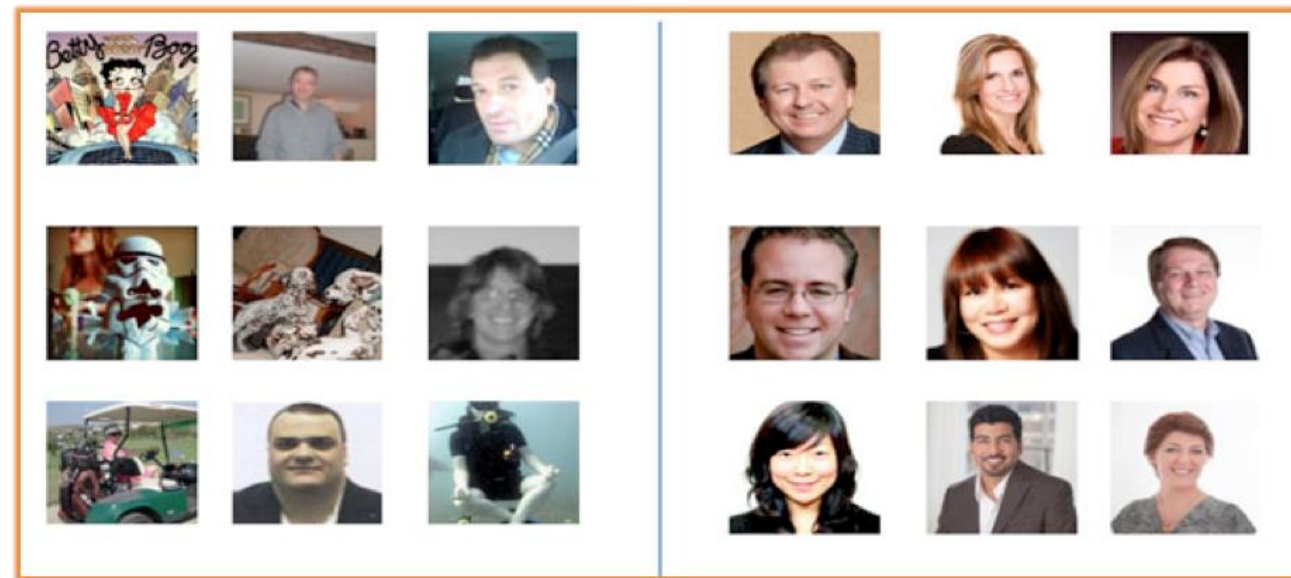
- Professionals with part-time or full-time employment, contractors, freelancers and key decision-makers from any given industry or company can be found on LinkedIn.
- Over 300 million people use LinkedIn, with recent graduates and university students making up 10% of this.
- Professional events and groups to join

Choosing your LinkedIn Profile Picture

A profile picture is one of the key components that make your profile complete

Tips for picking a good LinkedIn profile photo

1. Pick a photo that looks like you
2. Use a high-resolution photo
3. Make sure your face takes up 60% of the frame
4. Be the ONLY person in the picture
5. Get someone else to take the picture
6. Avoid distracting backgrounds
7. Wear business professional clothing



What makes a good professional headline



HEADLINE



Christina Everett • 1st
Digital Marketing Manager | Hiring UI/UX Designer
Greater Seattle Area

Message

More...

-  Jobscan.co
-  The Catholic University of America
-  See contact info
-  See connections (500+)

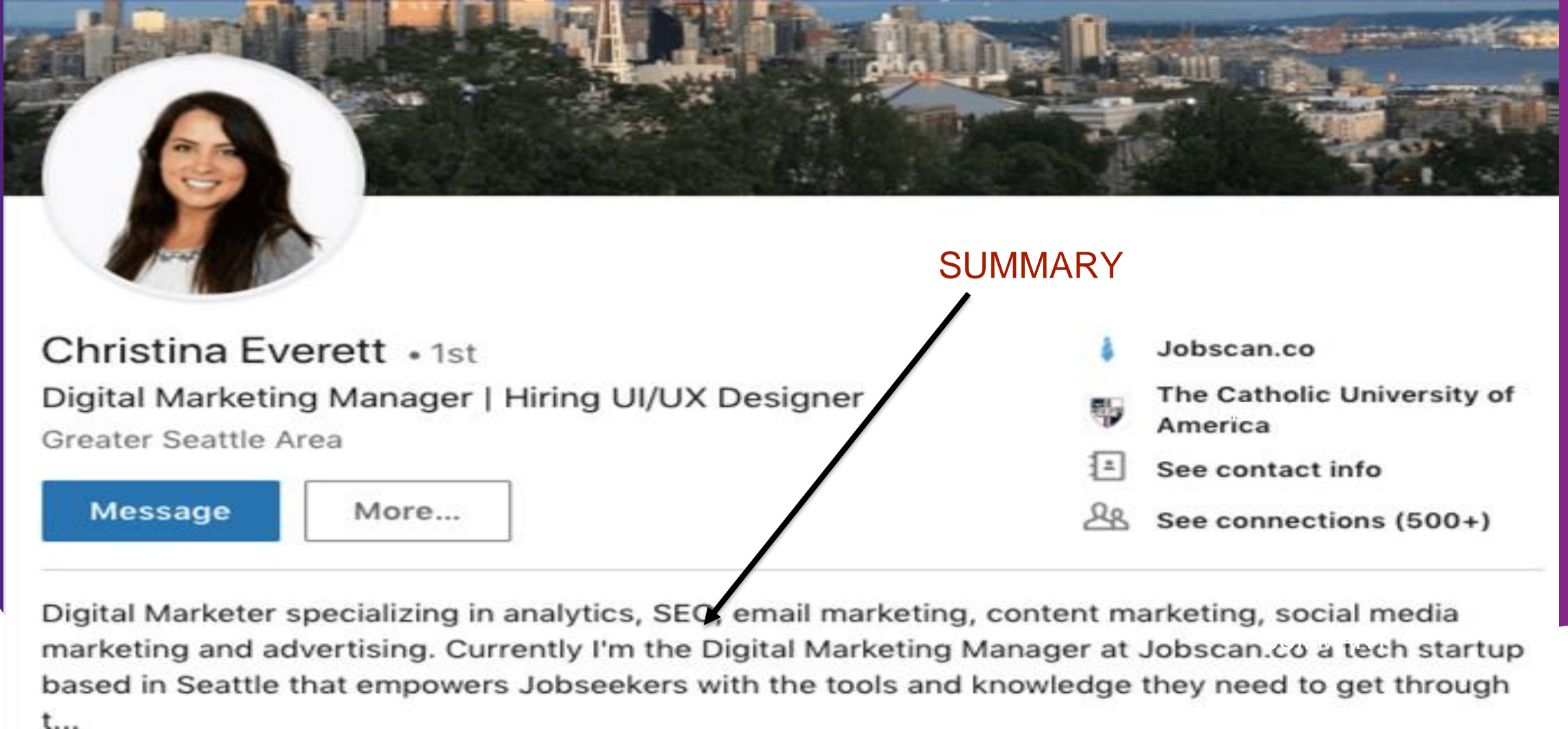
Digital Marketer specializing in analytics, SEO, email marketing, content marketing, social media marketing and advertising. Currently I'm the Digital Marketing Manager at Jobscan.co a tech startup based in Seattle that empowers Jobseekers with the tools and knowledge they need to get through t...

Here's a few tips on what makes a strong professional headline:

- Can be skimmed in 30 seconds
- Below 120 characters
- Industry related keywords, core skills, strengths, talents and interests
- Well written in a professional style, no spelling and grammatical mistakes
- How to Write a Professional LinkedIn Headline:

<https://blog.hubspot.com/sales/how-to-write-an-effective-linkedin-headline>

What makes a good summary



Christina Everett • 1st
Digital Marketing Manager | Hiring UI/UX Designer
Greater Seattle Area

[Message](#) [More...](#)

[Jobscan.co](#)
[The Catholic University of America](#)
[See contact info](#)
[See connections \(500+\)](#)

Digital Marketer specializing in analytics, SEO, email marketing, content marketing, social media marketing and advertising. Currently I'm the Digital Marketing Manager at Jobscan.co a tech startup based in Seattle that empowers Jobseekers with the tools and knowledge they need to get through t...

Here's a few tips on what makes a good summary

- Think of it as your digital elevator pitch.
 - Start with a strong opener, state your mission/vision/passion
 - Speak to your industry expertise, call out specialties and skills, highlight professional interests and provide data to back up your results, but do not brag
 - Show some personality (but steer clear from anything controversial)
 - Tell a story, intrigue your readers
 - Can include a link to examples of your work e.g. articles, blog posts, video content etc.
 - Avoid generic buzz words
- How to Write a creative summary for your linkedIn profile Headline-
<https://blog.hubspot.com/sales/linkedin-summary-examples>
- Christina Everett account: <https://www.linkedin.com/in/christina-everett/>

Activity 4: Hire the right person through LinkedIn

Objective: You are a hiring team and you need to recruit staff for a project at Brisbane City Council.

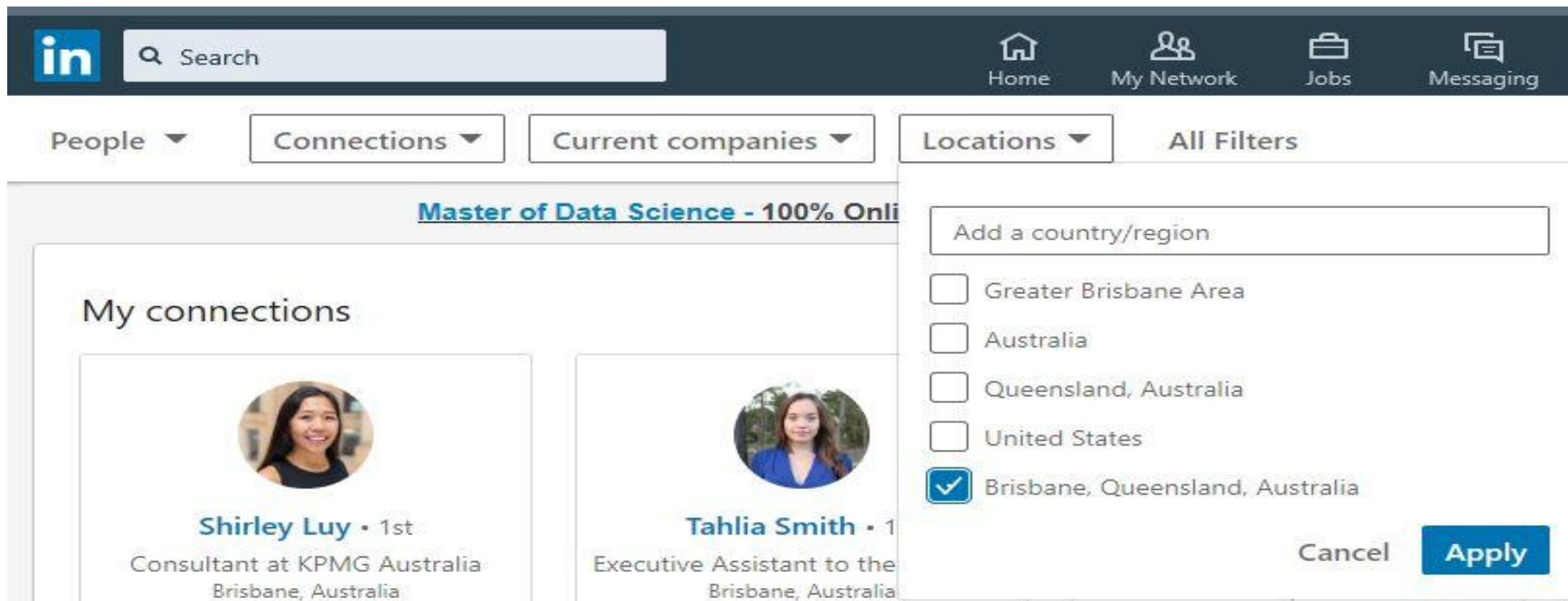
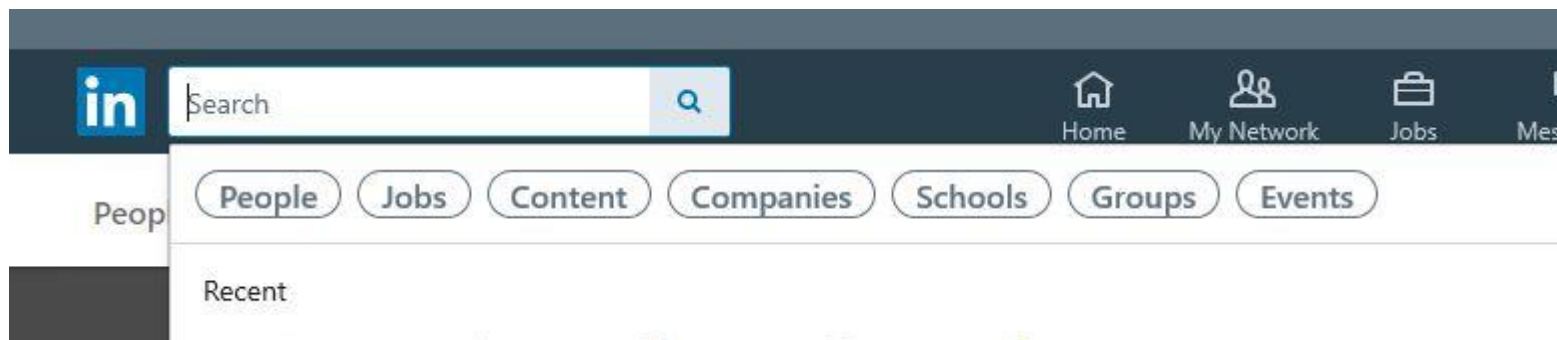
Method: Approach a diverse range of potential hires through LinkedIn, using keywords and filters in your research

Brief:

Brisbane City Council is seeking a project team to create a series of community building events with the aim to connect people during COVID. There will be a mix of online and in-person activities such as language workshops, art shows and musical performances amongst others. These events need to appeal to a wide variety of people that represent the multicultural society of Brisbane.

Instructions:

1. Search on LinkedIn to find a suitable candidate for each of the three positions.
2. Complete the questions on your padlet.
3. Discuss as a team why you selected each candidate, really focus on the content of their profile, including the headline and summary.
4. Designate one person to report back on any candidate.



Being an active member

*Remember, the more connections you have, the more search options you have

How can I be an active member on LinkedIn?

1. Invite past and current co-workers, classmates, friends and family to connect - build your 1st level, 2nd level and 3rd level of connections.
2. Engage with your connections - “Recent Activity”
3. Join groups and follow organisations that you look up to.
4. Endorsements/recommendations - ask and give to others.
5. More than just having a complete profile - share updates and interesting content.

Keep working on your LinkedIn Profile

There are a lot of free LinkedIn Learning modules for UQ students/staff that you can access:

- LinkedIn Learning: <https://web.library.uq.edu.au/library-services/training/linkedin-learning-online-courses>
- <https://blog.linkedin.com/2011/06/07/7-linkedin-tips-for-career-changers>
- <https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7-linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>
- <https://www.forbes.com/sites/averyblank/2017/12/05/6-ways-to-make-your-linkedin-profile-standout-and-unforgettable/#77d35edc3743>

How to structure a LinkedIn Approach

After attending a networking event, how do you turn it into a connection?

- **Introduce yourself** and how you may know them eg. *“I am Emma - we met at last night’s networking night”*
- **Get to the point** - the shorter the better, people are time poor. *“I am reaching out because...I really like the article you wrote about girls in STEM education. I would like to connect to you because I am working on a similar project and I would love to have some inputs from you.”*
- **Finish with a closing comment** – Thank them for their time.

Housekeeping

- Don't forget to contact your mentor and arrange a meeting time
- Mentoring Agreement due **Friday 26th March 2021**
- Keep working on your LinkedIn profiles
- Follow the HASS Faculty LinkedIn page
<https://www.linkedin.com/school/uqhass/>



Evaluation

Please complete the evaluation to give us your feedback on this workshop!

<https://studenthub.uq.edu.au/Form.aspx?id=3416899>

Upcoming Networking events.

Launch Networking Event Via Zoom

Tuesday, 16 March, 6pm – 7:30pm

