

Feedback, Thank you

<https://www.surveymonkey.com/r/PDPonlineday1>





Connect to Opportunity™

Dennis Seo
Manager, Global Careers and Employability Experiences
Student Academic and Career Success
www.careers.unsw.edu.au



UNSW
SYDNEY

**Student Academic
& Career Success**

Learning outcomes

- Understand the **value and uses of LinkedIn** in the professional setting for all industries
- Recognise professional branding communicated through your **public profile** (photo, URL, visibility)
- Manage your **privacy settings** with full knowledge
- Formulate your **headline and summary** with strategic mind
- **Complete your profile** with relevant sections and make yourself visible
- Establishing **new connections** with professional invitation messages
- Learn to **find relevant contacts, resources and jobs**



https://youtu.be/YWp6AN00D_c?list=PL7MtT0VRyvmlePuNLkWx6_OSq0W0-Xi6U

Why use LinkedIn? What is your aim?

You

- Promote your personal brand and reputation
- Build networks
- Career research
- Connect with employers
- Connect with alumni
- Find job opportunities
- Land a potential Job!



Companies

- Promote their Brand
- Build networks
- Search for talent
- Target passive job-seekers
- Market intelligence
- Share good news stories

Demonstration



Add profile section ▼

More...



Dennis Seo

Manager, Global Careers and Employability Experiences at
UNSW Sydney

Sydney, New South Wales, Australia · [500+ connections](#) ·

[Contact info](#)




UNSW



RMIT University

Suggestions?



Natausha Bly

3rd

.Head of the "Change The World" and "One Hell Of A Good Time" Departments

Kalamazoo, Michigan Area | Professional Training & Coaching

Current Rockin Reality, Rockin Healthy, Bly Family

Previous Black Label Brands, The Walt Disney Company, Disney Shopping

Education Udacity

[Connect](#) [Send InMail](#) ▼

302 connections

www.linkedin.com/in/natausha/ [Contact Info](#)



Message

More...

Blair Slater · 1st

Facilitating and Enhancing Student Career Success |
International Education | External Engagement | Career
Development | WIL

Sydney, Australia · 500+ connections · [Contact info](#)



UNSW



The University of British
Columbia

Headline ideas

Say what you:

- Plan to be
- Passions
- Interests
- Specialisations

Examples

1. Sally Smith

UNSW Student

2. Sally Smith

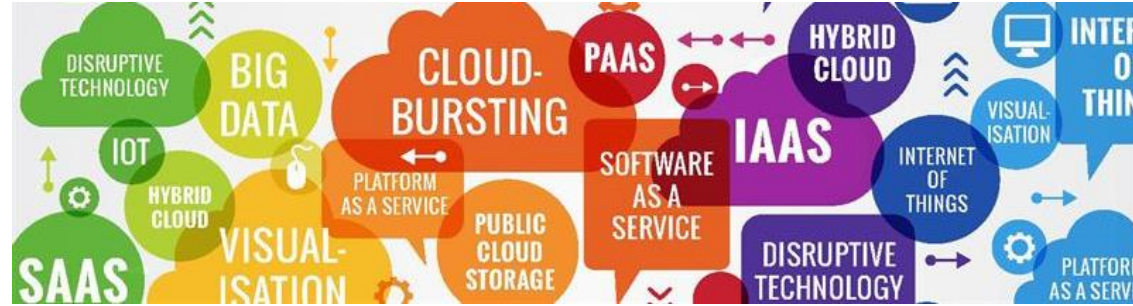
Commerce Student seeking employment opportunities

3. Sally Smith

Future Auditor with specialisation in Corporate Banking and Customer Service

Headline ideas

Use key words




Examples


1. John Perry
Civil Engineer in training | Consulting Competition Winner | Sustainability
2. Adrienne Harris
Career Consultant | Resume & Interview Coach
3. Sally Smith
Auditor to be | Corporate banking | Customer Service skills


Summary / About

Expand on your headline

- ❑ Who are you? (personal brand, aspiration)
 - ❑ What do you do? (background, experience, evidence/achievements)
 - ❑ Why? (purpose, values, passion, interests)
 - ❑ How do you provide value? (key skills)
 - ❑ Call to action
-
- Draft in Word to preserve formatting (e.g., bullet points)
 - Write in the first person (*I have....*)
 - Only first three lines are visible initially - use 2 – 3 paragraphs (2000 character limit)
 - Include keywords (brainstorm or research – people, company, job)



Search for people, jobs, companies, and more...  Advanced



David Xiao
Econ Major and Aspiring Financial Analyst
San Francisco Bay Area | Financial Services

Previous

Berkeley Ventures


Education

University of California, Berkeley

Improve your profile


Edit Profile

153
connections

 www.linkedin.com/in/davidxiao/


Contact Info

Background

 Summary

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

 Experience

Venture Capital Internship
Berkeley Ventures

May 2013 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.

BERKELEY VENTURES

LinkedIn Activity 1 – Writing your ‘Headline’ and ‘About’ section

1. PD Moodle Page → Day 1 → LinkedIn → Activity
2. “Add new discussion topic”
 - Subject – Your Name
 - Message – URL, Headline, About
3. Share your feedback with your peers – “reply”

Draft your headline and profile, focus on:

- Passions, values, skills, knowledge, experience and interests
- Provide some evidence
- Add a call to action at the end

Settings

▼ Forum administration

[Edit settings](#)

[Permissions](#)

[Check permissions](#)

[Filters](#)

[Competency breakdown](#)

[Logs](#)

[Backup](#)

[Restore](#)

> Subscription mode

[Subscribe to this forum](#)

[Show/edit current subscribers](#)









[Don't track unread posts](#)

> Course administration

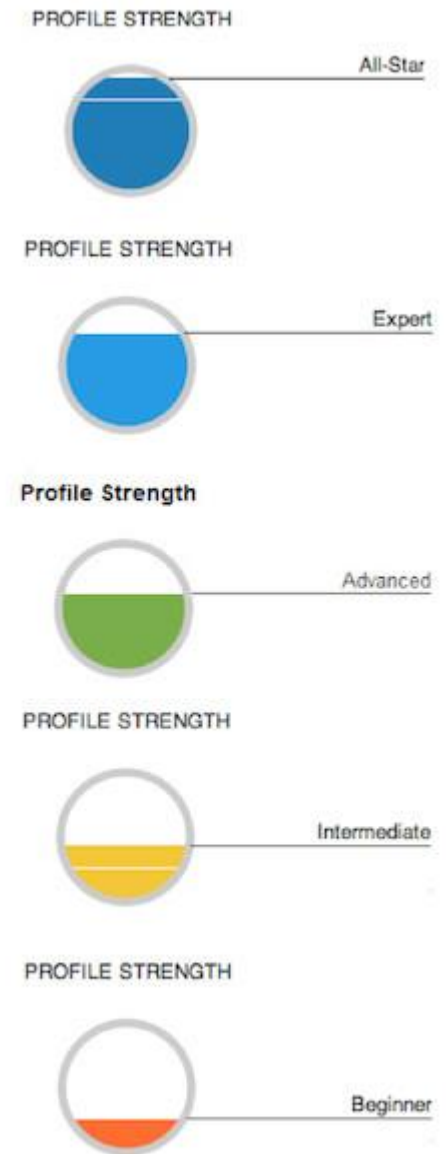
LinkedIn Activity - Writing your 'Headline' and 'About' section

Practice your learning by writing your own 'Headline' and 'About' section. You can also view other examples for inspiration.

Add a new discussion topic

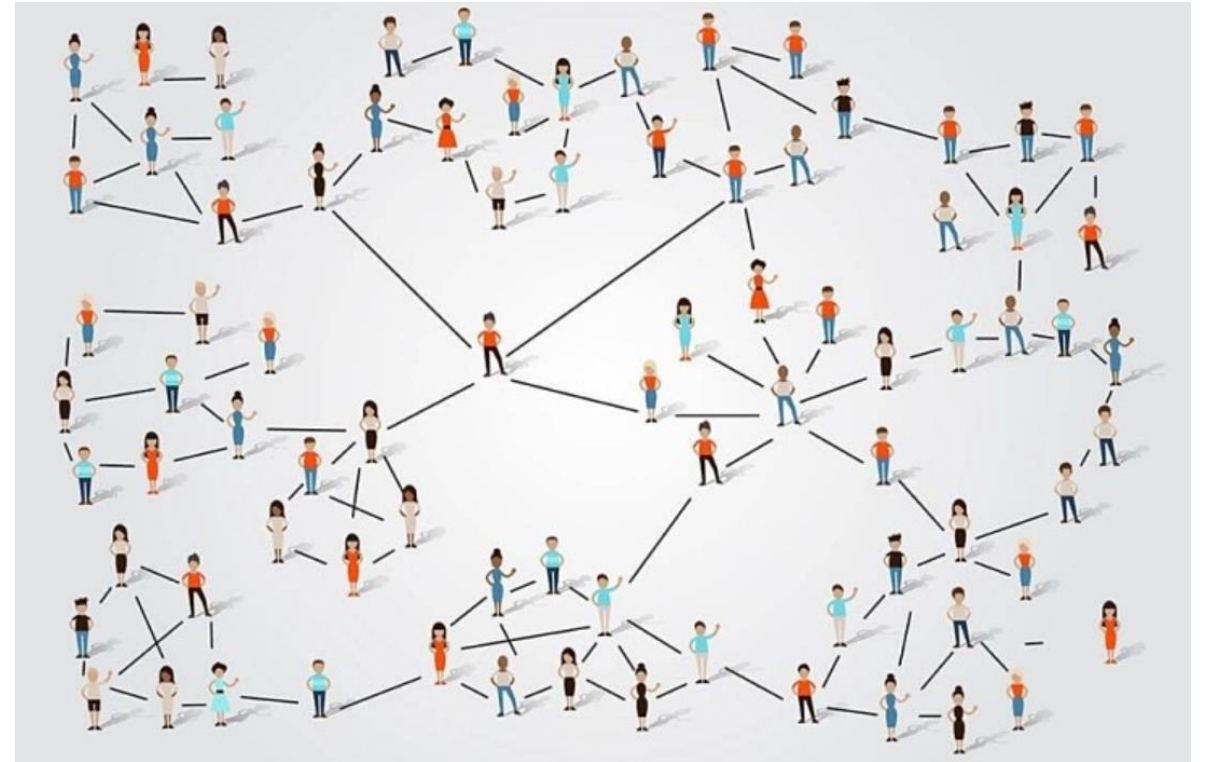
	Discussion	Started by	Replies	Unread ✓	Last post ↓	Created	
☆	Your Name	 Dennis Seo	0	0	 Dennis Seo Mon, 11 May 2020, 8:47 AM	Mon, 11 May 2020, 8:47 AM	 
☆	Dennis Seo	 Dennis Seo	0	0	 Dennis Seo Thu, 7 May 2020, 2:42 PM	Thu, 7 May 2020, 2:42 PM	 

‘Add profile section’

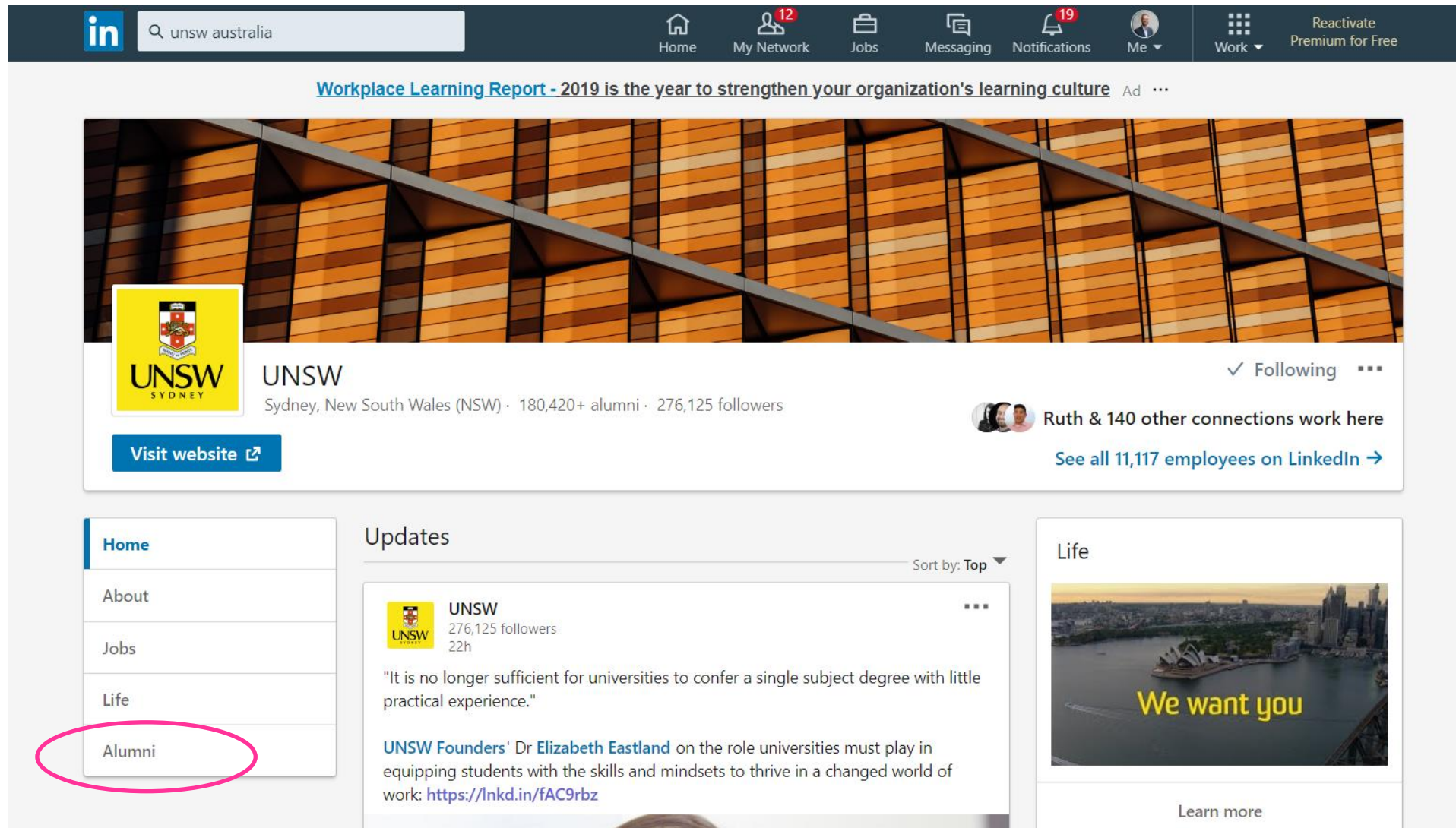


How can you build your network?

- Existing contacts – university, colleagues, friends, family
- Leverage 1st level connections (50+ / 500+)
- Join groups
<https://www.linkedin.com/groups/2276795/>
- University alumni
- Follow companies
- Advanced people search
- Share updates, like posts, comment and create blog posts



Connect with alumni




The screenshot shows the LinkedIn profile of UNSW Sydney. The top navigation bar includes the LinkedIn logo, a search bar with 'unsw australia', and icons for Home, My Network (12), Jobs, Messaging, Notifications (19), Me, Work, and a 'Reactivate Premium for Free' button. Below the navigation bar is an advertisement for 'Workplace Learning Report - 2019'. The main profile section features the UNSW Sydney logo, the name 'UNSW', the location 'Sydney, New South Wales (NSW)', and statistics '180,420+ alumni · 276,125 followers'. A 'Visit website' button is present. To the right, it says 'Following' and 'Ruth & 140 other connections work here' with a link to 'See all 11,117 employees on LinkedIn'. The left sidebar has a menu with 'Home', 'About', 'Jobs', 'Life', and 'Alumni' (which is circled in pink). The 'Updates' section shows a post from UNSW with 276,125 followers, dated 22h, containing a quote and a link to a report. The 'Life' section features a video titled 'We want you' with a 'Learn more' link.

in unsw australia


Home My Network 12 Jobs Messaging Notifications 19 Me Work Reactivate Premium for Free

[Workplace Learning Report - 2019 is the year to strengthen your organization's learning culture](#) Ad ...

 **UNSW**
Sydney, New South Wales (NSW) · 180,420+ alumni · 276,125 followers


Visit website

✓ Following ...

 Ruth & 140 other connections work here
[See all 11,117 employees on LinkedIn](#) →

Home
About
Jobs
Life
Alumni


Updates Sort by: Top

 **UNSW**
276,125 followers
22h

"It is no longer sufficient for universities to confer a single subject degree with little practical experience."

[UNSW Founders' Dr Elizabeth Eastland](#) on the role universities must play in equipping students with the skills and mindsets to thrive in a changed world of work: <https://lnkd.in/fAC9rbz>

Life

 **We want you**

[Learn more](#)



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Home
My Network
Jobs
Messaging
Notifications
Me
Work
Reactivate Premium for Free

Home
About
Jobs
Life
Alumni

Laurie Beaver · 2nd
Associate Advisor at IBM
'12 Psychology

1 shared connection

Connect

Chris Dearwester · 3rd
MBA Candidate at Duke
University - The Fuqua Scho...
'10

Connect

Angela Li · 3rd
Principal Talent Acquisition
Partner
'09 Accounting

Connect

Amy Aurilia · 3rd
Associate Partner - Global
IMPACT Industry Solutions...

Connect

Simon Goodman · 3rd
IBM Global Business Services
'91 Business Information Tec...

Connect

Moon Ahn
Global Talent Management
Consultant
Industrial Relations and Org...

Connect

Ryan Lin · 3rd
Aem developer
'05 Computer Science

Connect

Tommy Sandridge · 3rd
Senior Consultant at IBM
'14 Majoring in Biomedical E...

Connect

Messaging

Sending Professional Connection Requests

You can customize this invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note

Send now

You can customize this invitation

Include a personal message (optional):

Ex: We know each other from...

300

Cancel

Send invitation

Suggestions?

You can customize this invitation

×

Include a personal message (optional):


Hi i sea that u work at Telstra. i am a student at UNSW and i really wanna work at Telstra! Do you know if there are any jobs at Telsta?

Thank u!!

151

Cancel

Send invitation



UNSW
SYDNEY

Student Academic
& Career Success

20

Making connections

Professional Etiquette:

- Personalise all requests
- Say how you're connected
- Mention why you want to connect

Include a personal note: (optional)

Hi Dennis,

I'm reaching out because I'm about to study the GradCert of Career Ed. & Dev. and I saw you in the RMIT course marketing video on YouTube from 6 years ago!

I'd love to ask you a few questions about your industry experience in the international side of things!

Best,

Organisations

Telstra
Telecommunications • 10,001+ employees
58,000 followers
[See jobs](#) [Follow](#)

Overview

Jobs
Daria Levachova
Careers Consultant | Employability | Career Development | Employer Engagement | Univariate

Life

About us
We believe the more connected people are, the more opportunities they have. That's why we help create a brilliant connected future for everyone, everyday.
That's why we build technology and content solutions that are simple and easy to use, including Australia's largest and fastest national mobile network.
That's why we strive to serve and know our customers better than anyone else – offering a choice of not just digital connection, but digital content as well.

Recent update
Despite the popularity of STEM and necessity of these subjects, [See all updates](#)

Ad
Get the latest jobs and industry news
Daria, explore relevant opportunities with Telstra
[Follow](#)


Similar companies

- Optus**
Telecommunications
10,001+ employees
6 connections work here
- nbn™ Australia**
Telecommunications
1,001-5,000 employees
1 connection works here
- Commonwealth Bank**
Financial Services
10,001+ employees
34 connections work here
- ANZ**
Banking
10,001+ employees
6 connections work here
- Vodafone Australia**
Telecommunications
1,001-5,000 employees
1 company alumnus works here
- National Australia Bank**
Banking
10,001+ employees
4 connections work here

Job search

The screenshot shows the LinkedIn Jobs interface. At the top, the navigation bar includes icons for Home, My Network, Jobs (circled in red), Messaging, and Notifications. Below the navigation bar, a search bar contains the word 'Graduate' (circled in red) and a location filter set to 'Sydney, Australia'. The main content area displays three job listings:


- Technical Support Engineer Graduate** by ClickView, Sydney, Australia. Description: 'Our ideal candidate will ideally have the following skills and experience: Experience supporting Microsoft desktop and server environments.' It shows 5 connections work here and an 'Easy Apply' button (circled in red) posted 1 week ago.
- Sydney 2018 Graduate Program** by EY, Sydney - New South Wales - Australia. Description: 'You'll get to work with experienced professionals who'll guide you to be your best. We'll provide you with experiences that'll shape your career for years to come.' It shows 33 connections work here and is marked as 'NEW'.
- Finance Graduate Program** by RB, Sydney. Description: 'Seeking well rounded, analytically minded individuals with interests and. For healthier lives and happier homes, RB is in the top 20 of companies listed.' It shows 2 connections work here and was posted 6 days ago.



Graduate Service Design Consultant

The Customer Experience Company · Sydney, Australia

Posted 7 days ago · 238 views

 9 alumni work here

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


Job description

Are you looking for a chance to unleash your creativity and innovative ideas within a corporate environment? Are you a recent graduate who is ready to make a difference? The Customer Experience Company provides a unique opportunity for interns and graduates to make a meaningful contribution to some of the most cutting edge customer-centric transformation projects in the market. Come join us!

The Opportunity

With 14 years of experience using Design Thinking to solve business problems, The Customer Experience Company has developed a strong reputation among our blue chip and government clients as a market leader


Contact the job poster



Software Engineer, University Graduate

Google · Sydney, AU

Posted 6 days ago · 155 views

 3 connections work here

[Save](#)
[Apply on company website](#)

Job description

Google's software engineers develop the next-generation technologies that change how billions of users connect, explore, and interact with information and one another. Our products need to handle information at massive scale, and extend well beyond web search. We're looking for engineers who bring fresh ideas from all areas, including information retrieval, distributed computing, large-scale system design, networking and data storage, security, artificial intelligence, natural language processing, UI design and mobile; the list goes on and is growing every day. As a software engineer, you will work on a specific project critical to Google's needs with opportunities to switch teams and projects as you and our fast-paced business grow and evolve. We need our engineers to be versatile, display leadership qualities

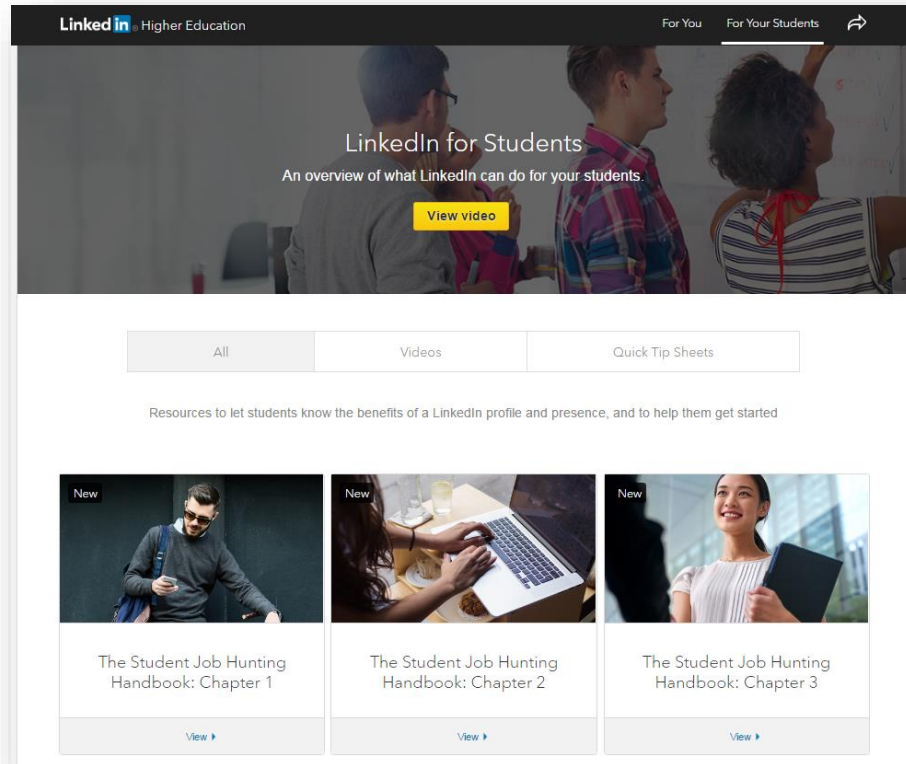
Seniority Level
Not Applicable

Industry
Information Services, Internet

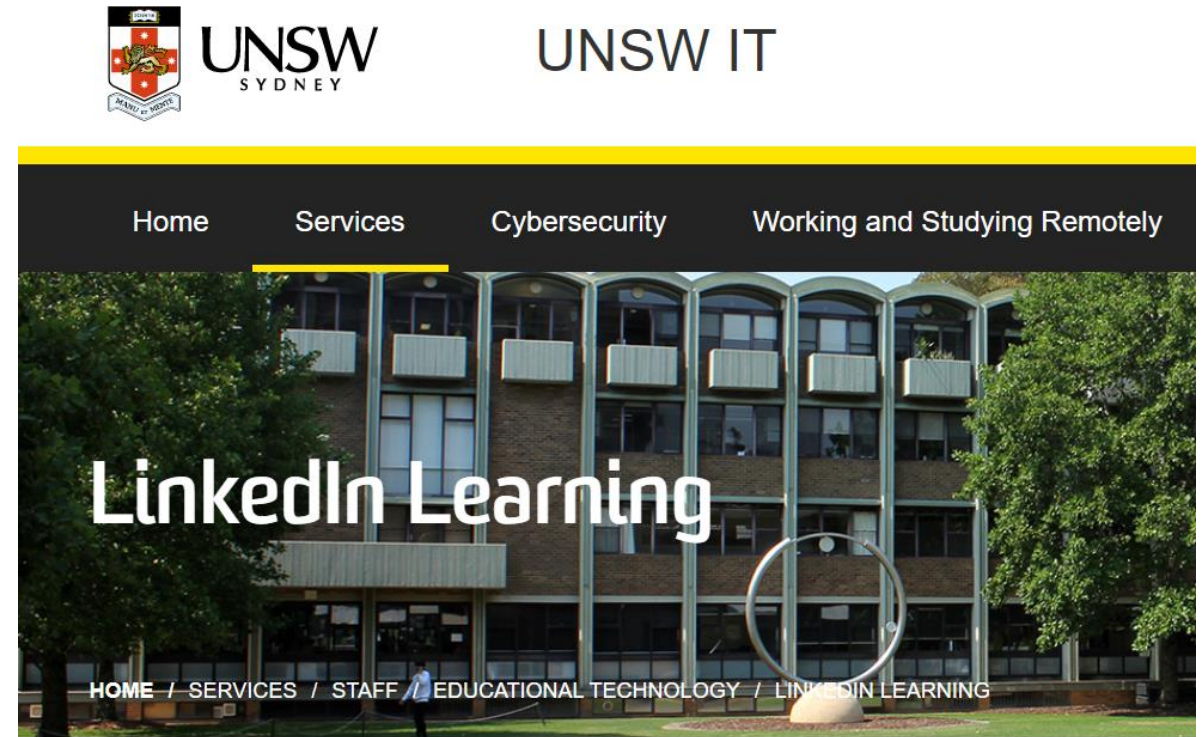
Employment Type
Full-time

Job Functions
Engineering, Information Technology

LinkedIn resources



university.linkedin.com/linkedin-for-students



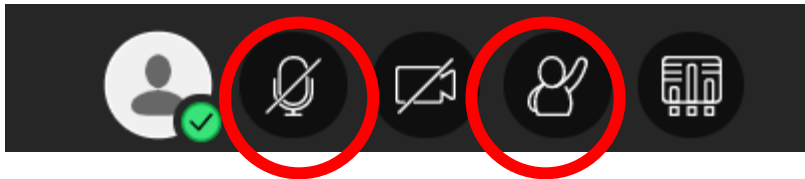
myit.unsw.edu.au/services/staff/educational-technology/linkedin-learning

Learning outcomes recap

- ✓ Understand the **value and the uses of LinkedIn** in the professional setting in all industries
- ✓ Recognise professional branding portrayed through your **public profile** (photo, URL, visibility)
- ✓ Manage your **privacy settings** with full knowledge
- ✓ Formulate your **headline and summary** with strategic mind
- ✓ **Complete your profile** with relevant sections and make yourself visible
- ✓ Practise establishing **new connections** with professional invitation messages
- ✓ Learn to **find relevant contacts, resources and jobs**

Questions

Please “Raise your Hand” or type your question in the chat.
Remember to unmute to speak when we say your name.



Feedback, Thank you!



<https://www.surveymonkey.com/r/PDPonlineday1>

Day 1: Monday 18 May		Day 2: Tuesday 19 May	
Australian Workplace		Workplace Communication	
Live session 10am–10:30am	Welcome	Live session 10am–10:15am	Introduction / Video Interview Explanation
Live session 10:30am–11:30am	Preparing for the Australian Workplace	Live session 10:15am–11:15am	Business Writing
Pre-recorded online lecture	EXCELL	Pre-recorded online lecture	Customer Service and Telephone Skills
Pre-recorded online lecture	Finding Work in Australia: Job Search Strategies	Live session 1:30pm–3:30pm	Mock Interviews
Live session 1:30pm–2:30pm	LinkedIn	Live session 3:30pm–3:45pm	Day 2 Wrap Up
Live session 2:30pm–2:45pm	Day 1 Wrap Up		

Professional Development Program

Term 2 2020, Day 1

Welcome and Preparing for the Australian Workplace



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