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Women in Computer Science at UC Davis:

LinkedIn Workshop (+FREE HEADSHOTS)

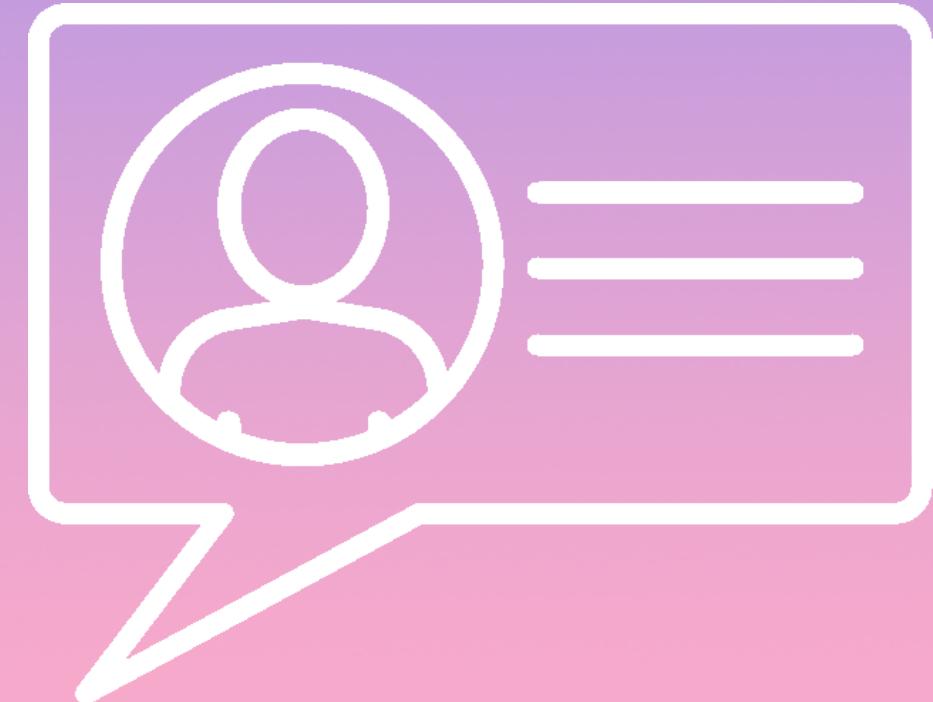*Maximizing your LinkedIn experience to gain tech opportunities...*

Agenda

- Workshop
    - "Rock your Profile!"
    - How to "LinkedIn" Efficiently
- Profile Headshots

"Rock your Profile!"

Creating Your Own Brand

Your brand is your promise to those around you.

It tells people what they can expect from working with and around you.

You shape your brand in the way that you present yourself to others.

LinkedIn Profile vs. Resume

There are big differences between your LinkedIn profile and your resume:

- Speaks to all potential employers, not just a single one
- Goes into more detail with skills, projects, interests, certifications, and more!
- Allows other professionals and employers to interact, learn, and contact YOU
- Contains recommendations and endorsements from your network
- Displays your interests and initiatives!

Components of Your Brand

- **A great profile photo!**
  - This helps people understand your brand in an instant
  - It's their first impression of you
- **A captivating personal summary**
- **Demonstrating your work experience, skills, how you interact with your network, and areas of expertise & wisdom**

Personal Summary

- Your summary is the best place for you to communicate your professional brand and showcase your experience
- **Here's a simple formula:**
    - 1-2 sentences about who you are
    - 3-5 sentences about your experience, top skills, and key passions
    - 1-2 sentences about your future goals and how other members can engage with you

LinkedIn Skills Assessment

- LinkedIn offers skills assessments
- People in you network can endorse these skills!

LinkedIn Skills Assessment

- Assessments in different Languages, Softwares, and Platforms!

How to "LinkedIn" Efficiently

Finding Connections

- Applying filters to find relevant connections

- Alumni connections are great because you have something in common! These individuals are more likely to help you!

Connecting with Others

Reach out with a message (Tech Role):

Hi (their name),

I'm currently studying (major) at UC Davis as well as navigating different career options in the tech industry. I'm really interested in your role as (their occupation) and how your journey through tech has evolved over the years. I was curious to see if you have 15-20 minutes to chat.

If this sounds of any interest to you, let me know what times fit into your calendar! Thank you so much, hope to hear from you soon!

Best,
(your name)

Feel free to reference our Networking 101 Workshop Slides!

Connecting with Others

Reach out with a message (Referrals/Recruitrer):

Hi (their name),

Hope you are doing well! I saw that (their company) is hiring for (role), and I'm very interested in applying. This role seems like a great fit or me because it (reason i.e. it needs someone who can quickly adapt and work cross-functionally in different teams).

Would you be willing to share any information on the position, the team, and what (you/they) might be looking for in a candidate? I'd be greatly appreciative!
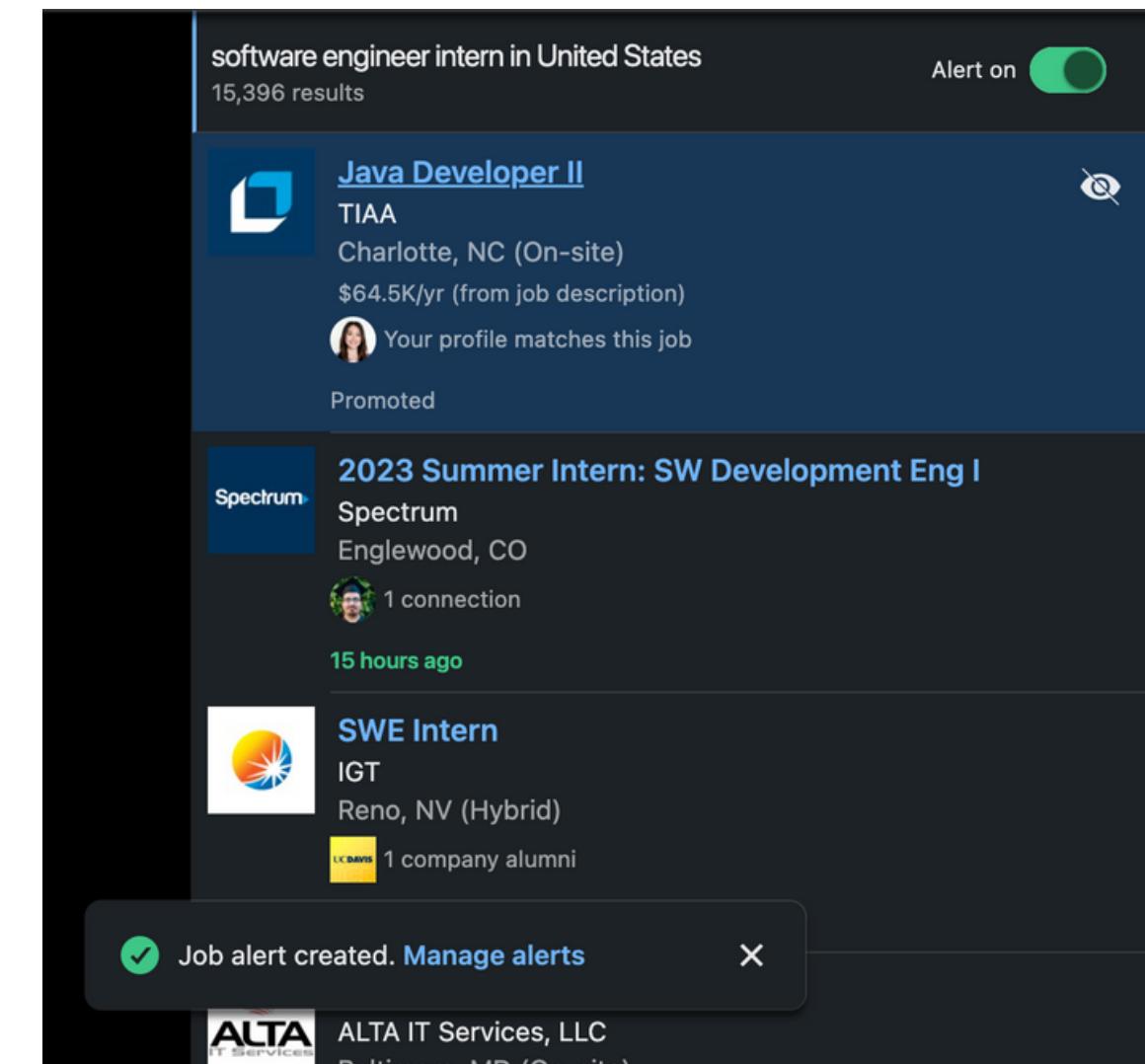
Let me know if you have any questions about my experience as it relates to this role.

Best,
(your name)

Feel free to reference our Networking 101 Workshop Slides!
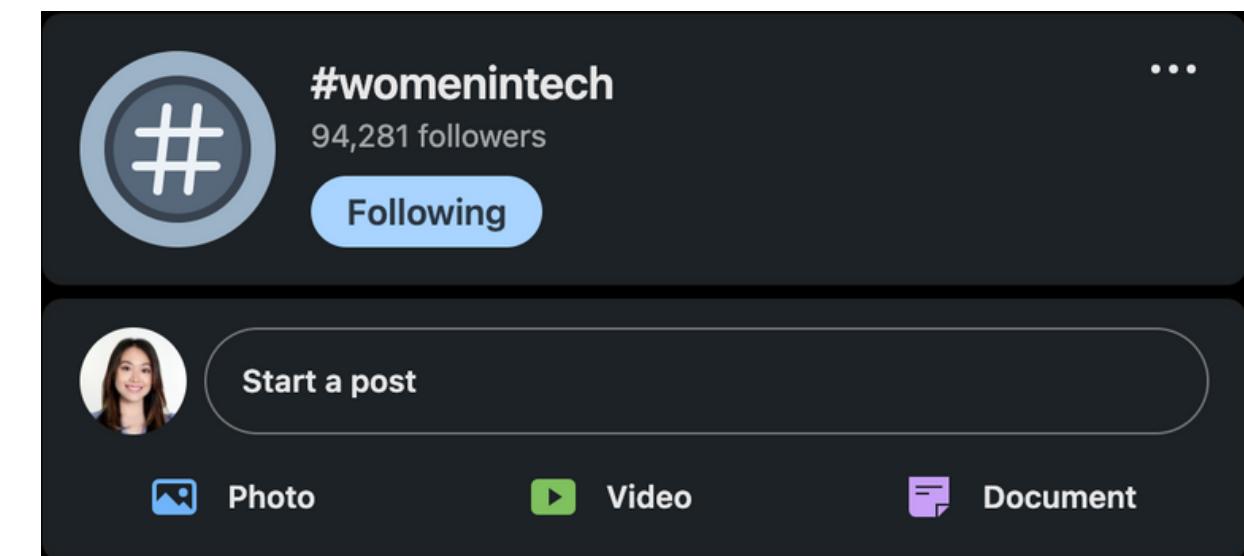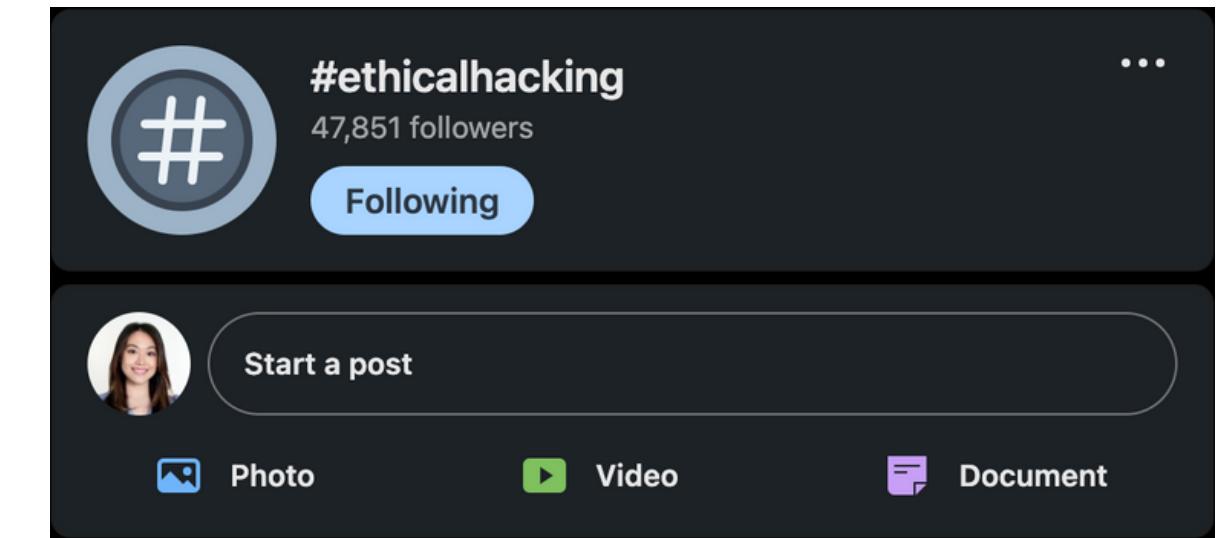
Creating Search Alerts

- LinkedIn is not only a great resource for finding jobs, but applying for jobs too!
- Create search alerts and be notified when new job postings are available.
- Apply directly on/with LinkedIn

Posting + Interacting

- Treat posting on LinkedIn like a "Personal Professional Blog"
- Post about events you attended, i.e. HackDavis, Grace Hopper
- Repost things you relate to and enjoy
- The more you engage with the right people, the more tailored your feed becomes!
- Follow tags i.e. #studentvoices, #womenintech
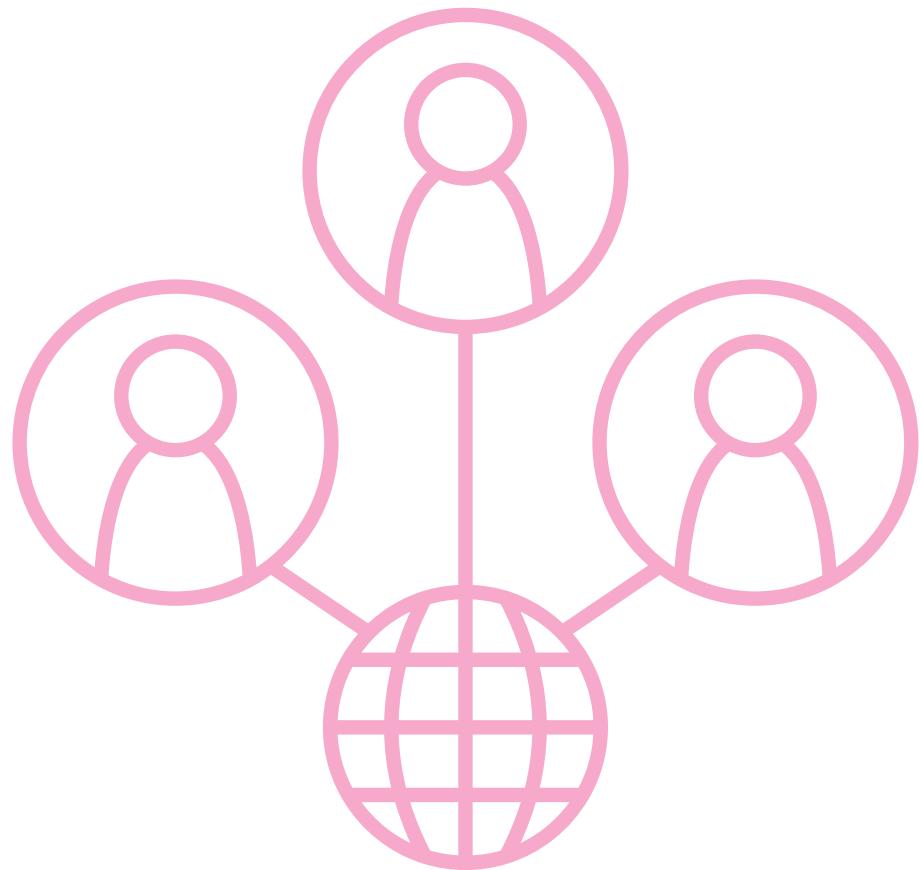
Did you know?...

50%+ of hires result from a ***personal* *connection*!**

With that being said...

Keep up with your Network!

- Be genuine to who you are! Highlight your outside interests!
- Connect with your peers!
- Mentorship is mutually beneficial!
- Networking is a learning opportunity!

See you next time!

Upcoming events:

Tuesday, February 7th, 2022 @ 6:30 pm:
WiCS x Math Club: Intro to Cryptography

Tuesday, February 14th, 2022 @ 6:30 pm:
WiCS x COFFEE x SWE GALENTINE'S DAY SOCIAL