How to brand yourself on LinkedIn

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Presented at:
UF Postdoc Branding Workshop
June 06, 2012
A little bit about myself

- Ph.D. from the University of Florida
  - Department of Computer and Information Science and Engineering
- Currently working as a post-doc
  - Materials Science and Eng. Dept., Univ. of Florida
- Job search on LinkedIn,
  - I found jobs through LinkedIn
  - I was found by headhunters on LinkedIn
  - Kept track of my professional network
Why use LinkedIn?

- Worlds largest professional networking site
- Employers use it to find new employees
- An easy way to promote yourself and build your network
- Allows you to find people, like you, and connect with them through the system without needing their email address
- EVERYONE SHOULD HAVE A LINKEDIN ACCOUNT
Start today

- Load in your resume, education, etc.
- Show how you can benefit a potential customer, employer or investor.
- Not every bit of information is important.
  - LIST YOUR SKILLS
  - Would you show up in keyword search?
- Complete it as much as possible
  - Get recommendation letters
  - 100% complete means you would show up higher on the listings in a given search
For your job search or development

- Network with your friends
  - Your friends now become leaders tomorrow
- Join groups
Joining groups

- Write in discussions and get your name out
- Groups have “JOBS”. Companies post their jobs to the groups of interest. You can manage your settings and get these as email.
- You also get to connect with people you would not know about / or would not have emails of.
Headhunter emails

- Headhunters will add you – add them.
- They will send targeted jobs later on.
Looking for jobs with a search

- You can also search for jobs from the Jobs tab
Questions?

- Connect with me on LinkedIn
- Seniha Esen Yuksel