



 Join  Connect  Grow

Schedule

5:30-6:15 Dinner, Networking

6:15-7:45 Presentation

6:45-8:00 Speed Networking

8:00-8:30 Networking

***Discover*_{Rx}**

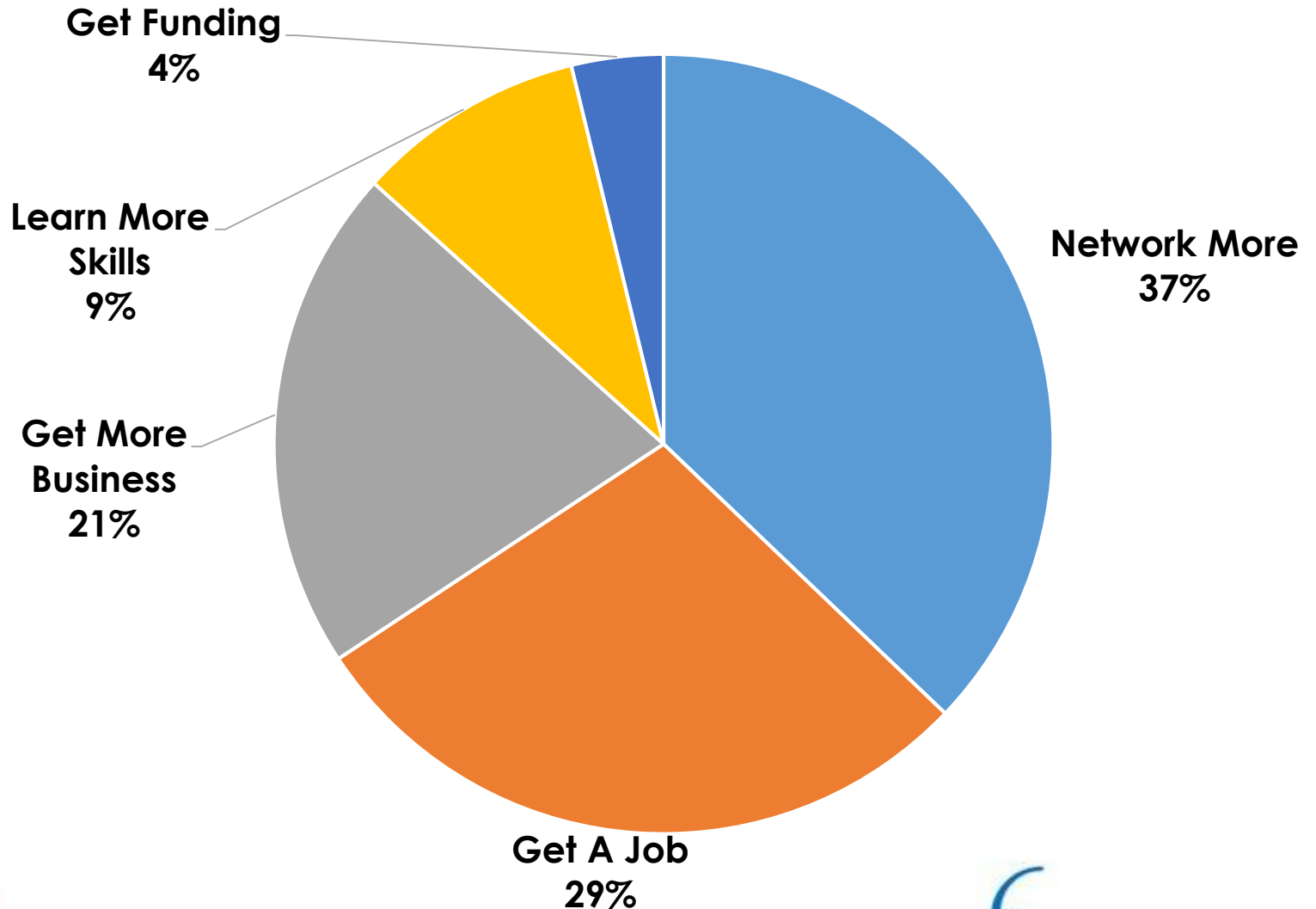
#sdbn

Face to Face & Online Networking

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Comprendia LLC
February 2nd 2015

sdbn.org/february

Goals of Tonight's Attendees







Your Personal



- Strategy
 - What's your personal brand?
 - 'Research' your interests, goals
 - How does your current work translate to the job market?
 - What gets you up in the morning?
- Tonight's discussions
 - Your tagline and elevator speech
 - Solve a problem
 - What value can you bring to a networking relationship?

What Online Tools Should I Use?



Application	Description	Good for	How To Use
LinkedIn 	Professional networking	<ul style="list-style-type: none"> •Personal brand •Job hunting •Leads 	<ul style="list-style-type: none"> •Complete profile •Join/start groups •Engage
Twitter 	Sharing information with short updates	<ul style="list-style-type: none"> •Personal brand •Connecting via content •Events 	<ul style="list-style-type: none"> •Find a niche •Follow hashtags/users
Blog 	Dynamic website with daily-weekly articles	<ul style="list-style-type: none"> •Personal brand •Connecting with peers 	<ul style="list-style-type: none"> •Create blog according To brand •Find others, interact via comments/Twitter
Google+ 	Social networking "back layer"	<ul style="list-style-type: none"> •Sharing information •Increasing search engine visibility •Hangouts 	<ul style="list-style-type: none"> •Add colleagues to circles •Join communities •Use Hashtags

Recent presentation [Academics Presence Online](#)

LinkedIn = 10's Resume/CV



- Headline=personal brand
 - Problem you solve, not current title
- Optimize for humans and SEO
 - Use action words and bullets, show career progression, rearrange “blocks”
 - Research, find important key words
- Add past relevant positions with information for each, helps others find you (leave out the Olive Garden)
- Education is a no brainer
- Publications, Projects, Volunteering

A Complete LinkedIn Profile

- Include complete contact information (2 places)
 - Web pages/Twitter/email/phone
- Check for spelling errors!
 - Download PDF, open in MS Word
- Business cards
 - Get a 'vanity' URL to add
- Head shot
- Add connections & find role models
- Follow companies
- Set up job alerts

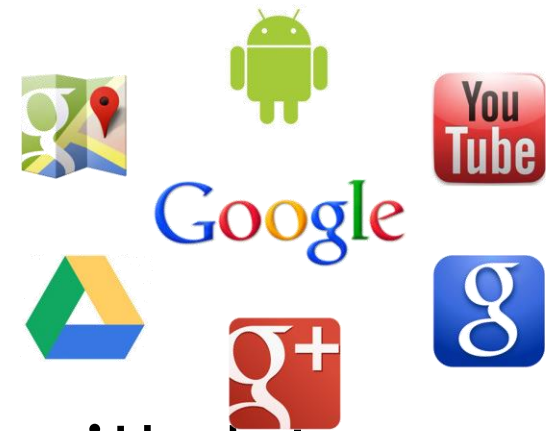


Leveraging LinkedIn Groups

- Benefits
 - Directly email group members (check out our [howto](#))
 - Can post questions to group
 - Searches give more results
- Join up to 50 groups
- Choose large, relevant, active groups
 - Your posts will not be seen in spam-y groups
- Lots of great discussions going on
 - Antibodies, recombinant proteins, medicinal chemistry...
 - See our [tips and list](#) to start



Google Yourself



- Well?
- Beef up your presence with blog, about.me, etc.
 - Use search engine optimization (SEO)
- Join Google+
- Set up a [Google Scholar Profile](#)
- What's working well for others?

- SDBN News & Local Blogs sdbn.org
 - Comprehensive Feed, Email Updates
- SDBN Directory sdbn.org/directory
 - 430+ local companies
- SDBN Calendar sdbn.org/calendar
 - Events every week, some free
- SDBN Jobs sdbn.org/jobs
 - 5+ New Jobs Daily, Email Updates
- Join, Connect, Grow sdbn.org/join

Get Involved



- SDEE, SABPA, AWIS, ACS
 - All linked in sidebar of SDBN website
- [League of Extraordinary Scientists & Engineers](#)
- [San Diego Festival of Science & Engineering](#)
- [Two Scientists Walk Into A Bar](#)
- February 26th: Mary speaks at [Ignite San Diego](#)
 - bit.ly/igniteSD4

Questions?

- Networking & LinkedIn Workshops Available At Your Organization
- LinkedIn
 - www.linkedin.com/in/marycanady
- Twitter
 - [@Comprendia](https://twitter.com/Comprendia)
 - [@SDBN](https://twitter.com/SDBN)
- Facebook
 - [Facebook.com/comprendia](https://www.facebook.com/comprendia)
- Blog
 - Sdbn.org
 - Comprendia.com

Red: Outside, Rotate. Blue: Inside, Stay Put

