

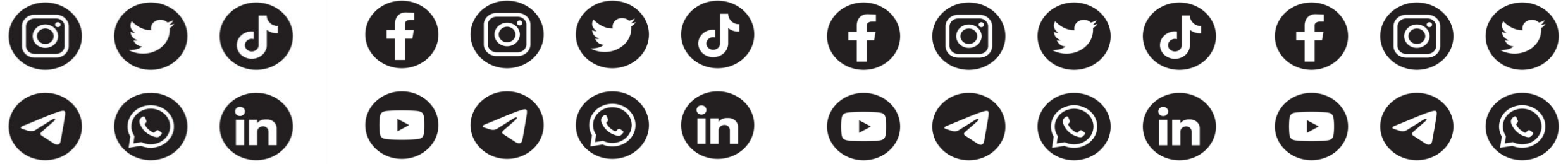


LINKEDIN

Career & Professional Development Team

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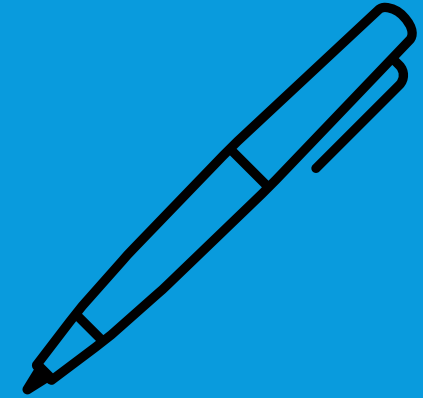
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Residents are often tasked with reviewing social media profiles of applicants to the programs, this includes LinkedIn.

AGENDA: LINKEDIN

1. LINKEDIN: BUILDING A PROFILE
2. FOLLOWING V. CONNECTING
3. ONLINE REPUTATION
4. ONLINE IDENTITY
5. BEING A MEDICAL PROFESSIONAL ONLINE



LINKEDIN: STEPS FOR SUCCESS

UPLOAD	UPLOAD A PROFESSIONAL PHOTO
DEFINE	DEFINE INDUSTRY
CUSTOMIZE	CUSTOMIZE YOUR URL
WRITE	WRITE YOUR BIO SUMMARY
DESCRIBE	DESCRIBE YOUR EXPERIENCES (Medical School Counts!)
ADD	ADD 5 OR MORE SKILLS
LIST	LIST YOUR EDUCATION
CONNECT	CONNECT WITH 50 OR MORE CONTACTS
FOLLOW	PROFESSIONAL COMMUNITIES LIKE RVU, AOA, NRMP

FOLLOWING V. CONNECTING

Following:

- One-way relationship
- One member can see profile and content
- Interactive functionality
- Does not require approval from the other party





Follow

Connect

Connecting:

- Two-way relationship
- Each member can see profile and content
- Messaging functionality
- Requires approval from the requestee



LINKEDIN: PAGES TO FOLLOW



Rocky Vista University
Achieving New Heights in Medical Education
Higher Education · Parker/Vins, Colorado/Utah · 2,811 followers

15 people from your company work here · 631 employees


[✓ Following](#) [Invite](#) [More](#)



American Osteopathic Association
Advancing the distinctive philosophy and practice of osteopathic medicine
Non-profit Organizations · Chicago, IL · 21,685 followers

See all 256 employees on LinkedIn



[+ Follow](#) [Visit website](#) [More](#)



National Resident Matching Program® (NRMP®)
Hospitals and Health Care · Washington, DC · 5,271 followers

See all 40 employees on LinkedIn

[+ Follow](#) [Visit website](#) [More](#)



American Urological Association
Advancing Urology
Non-profit Organizations · Linthicum, MD · 9,927 followers

See all 260 employees on LinkedIn

[+ Follow](#) [Visit website](#) [More](#)



American College of Obstetricians and Gynecologists (ACOG)
ACOG is a membership organization dedicated to the advancement of women's health care and the betterment of our members.
Non-profit Organizations · Washington, District of Columbia · 37,168 followers

See all 374 employees on LinkedIn

[+ Follow](#) [Visit website](#) [More](#)



American College of Radiology
A certified Great Place to Work®, the American College of Radiology is the voice of #radiology.
Non-profit Organizations · Reston, VA · 48,055 followers

1 person from your school works here · 714 employees

[+ Follow](#) [Visit website](#) [More](#)



American Academy of Ophthalmology
Protecting Sight. Empowering Lives.
Non-profit Organizations · San Francisco, CA · 44,655 followers

See all 371 employees on LinkedIn

[+ Follow](#) [Visit website](#) [More](#)

PERSONALIZED HEADER

PROFESSIONAL PHOTO

CURRENT POSITION

EDUCATION

CATCHY BIO TAGLINE

The image shows a LinkedIn profile for Christa Dias. The header features a personalized background image of a wall with wood and a wireframe bird sculpture. Christa's professional photo is a circular headshot. Her name 'Christa Dias' is circled in blue, with '(She/Her)' and 'rd' next to it. Her current position, 'Talent Acquisition at Twitter', is also circled in blue. Below this, 'United States' and a 'Contact info' link are visible, along with '500+ connections'. Action buttons for 'Message', 'View as Recruiter', and 'More' are present. The 'Education' section shows 'Virginia State University' with its logo. The 'Highlights' section features a post titled 'The Importance of Soft Skills & Talking About Them During Job Interviews' by Christa, which is circled in blue. The 'About' section contains a catchy bio tagline: '"I'm a Tweep" = "I work at Twitter"', followed by two paragraphs of text about being a Tweep and working at Twitter.

Christa Dias (She/Her) · rd
Talent Acquisition at Twitter
United States · [Contact info](#)
500+ connections
[Message](#) [View as Recruiter](#) [More](#)

[Twitter](#)
[Virginia State University](#)

Highlights
The Importance of Soft Skills & Talking About Them During Job Interviews
Christa spoke at this event

About
"I'm a Tweep" = "I work at Twitter"
Being a Tweep means a lot of things. It means having a say in what the future of Twitter looks like and how to get there. It means finding out who you are and what you have to offer the world. Showing up for what's important to you. It means being okay with being a work in progress, because that's the only way to keep moving forward.
We serve the public conversation and by joining the flock that means you'll have an impact on the conversation of tomorrow. As a workplace, Twitter is challenging, but it's also liberating. You're trusted to do your best work without missing out on other important parts of your life. You can work where you're at your most creative and productive, wherever in the world that may be. Flexibility makes all things possible!

LINKEDIN: PEOPLE TO CONNECT WITH

DO:

- Have a conversation with the person before you connect
- Send a message 24-48 hours after you've connected & continue to stay involved/communicate
- Connect with other student doctors
- Connect with RVU Alumni (Teams Page)
- Connect with people from conferences
- Be active in groups

DON'T:

- Feel too intimidated to connect with someone
- Connect without sending a message
- Let your profile sit inactive
- Send the same message to everyone—personalize it

Additional Info

Interests

Interests

Spending time with my family, blogging, LinkedIn super user, photography, voracious reader of books on sales, body language, and personal development

Examples: Management training, new technologies, investing, fishing, snowboarding, digital photography

Save

Cancel

Save

Cancel

[Remove this organization](#)

WHAT ELSE CAN YOUR LINKEDIN SHOWCASE

MANAGE YOUR REF

- ❑ What did you find?
- ❑ What surprised you?
- ❑ What shows up first in the main feed? Images? News?
- ❑ How can you be the narrator of your online presence?

EXHIBIT 1.1: Sample Searches

Search term—name	Search term—keyword	Example
First and last name	College	John Smith UCLA
First and last name	Organization	Mitchell Williams American College of Healthcare Executives
First and last name	Employer	Jennifer Watson Blue Cross Blue Shield
First and last name	Volunteer organization	Julio Rodriguez American Cancer Society
First and last name	Job title	Lisa Jones administrative assistant
First and last name	Extracurricular activity	Helen Miller debate competition
First and last name	Student organization	Timothy Brown Health Services Administration Student Association
First and last name	Sport	Jaylen Johnson football
First and last name	Hobby	Tiana Wilson singing
First and last name	City	Jacqueline Torres Houston
First and last name	Arrest	James Davis arrest
First and last name	Mug shot	Marie Nguyen mug shot

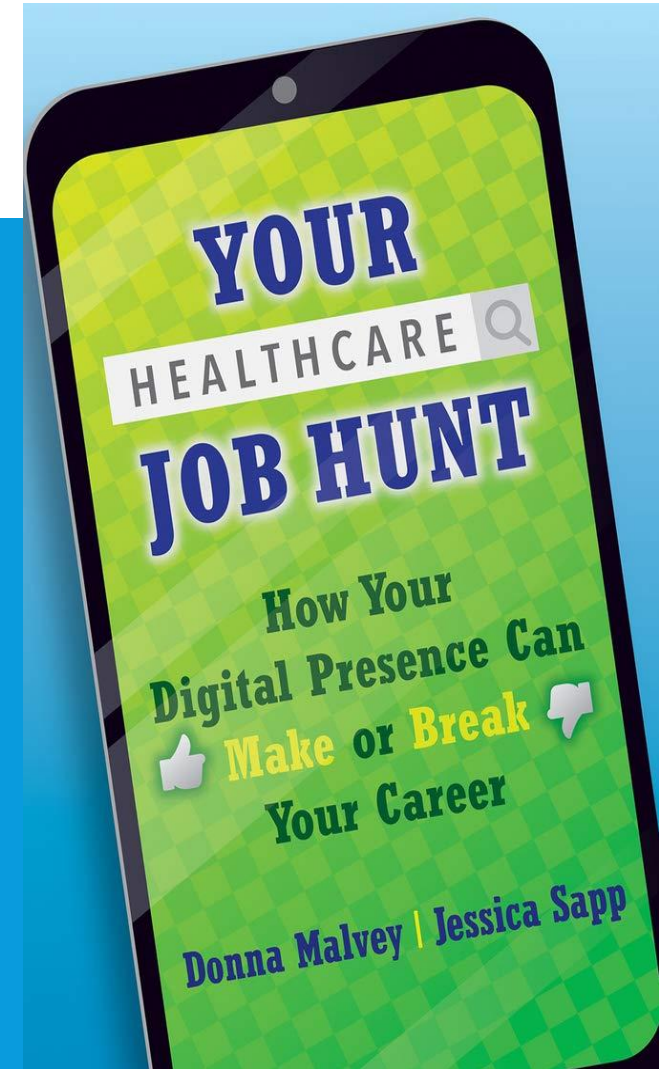
BUILDING YOUR IDENTITY ONLINE

1. Control your **story**
2. Actively **participate** on social media/social platforms
3. **Google** yourself
4. Join **networking** groups
5. Create a personalized **email signature**

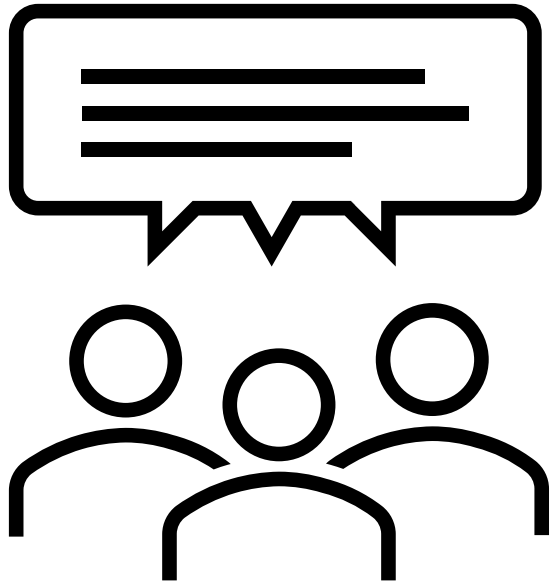


BUILDING YOUR IDENTITY ONLINE

6. **Write** online book reviews
7. Join professional **associations**
8. Recognize that an online presence is **no longer optional**
9. **Streamline** your online presence
10. **Engage** & use online spaces



Meg Guiseppi. "Mind Your Online Reputation: The Personal Branding Social Proof Paradigm and Two Little-Known Ways to Master It." *Career Planning and Adult Development Journal* 32, no. 2 (2016): 120-127.



QUESTIONS/COMMENTS



TAKE A SHORT SURVEY

<https://forms.gle/EyyEBH7kFrpN8FwV8>

References and Resources

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