



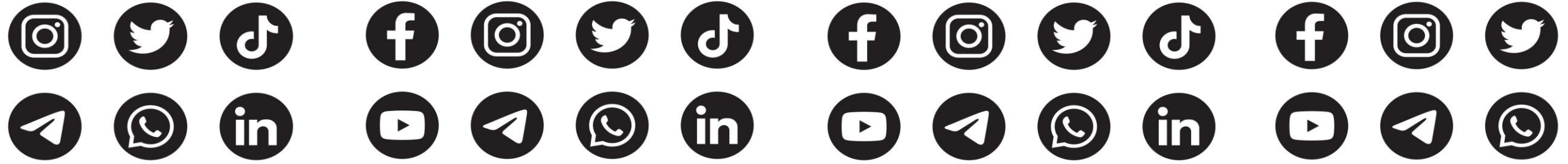
ROCKY VISTA
UNIVERSITY

LINKEDIN

Career & Professional Development Team

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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



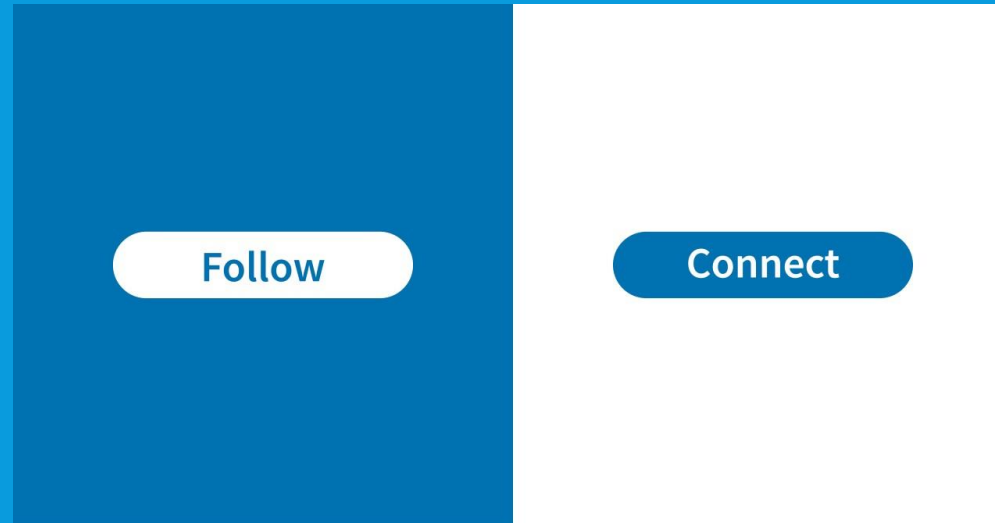
LINKEDIN: STEPS FOR SUCCESS

| | |
|-----------|--|
| 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



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](#)



THE MATCH Fair, Equitable, Efficient, Transparent, and Reliable

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

See all 40 employees on LinkedIn

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




ACOG

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](#)




#DO Proud

AOA
AMERICAN
OSTEOPATHIC
ASSOCIATION

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](#)



Advancing Urology™

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

See all 260 employees on LinkedIn

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



ACR
AMERICAN COLLEGE OF
RADIOLOGY

ACR. The voice of radiology. Join the conversation.

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 profile header features a personalized banner image of a bird sculpture and a circular professional photo of Christa. The profile name 'Christa Dias' is circled in blue, with '(She/Her)' and 'rd' next to it. Below the name, the current position 'Talent Acquisition at Twitter' is highlighted with a blue arrow. The education section shows 'Virginia State University' with its logo. A blue oval highlights a 'Highlights' section titled 'The Importance of Soft Skills & Talking About Them During Job Interviews'. The 'About' section contains a catchy bio tagline: '"I'm a Tweep" = "I work at Twitter"'. The background of the profile page is a light blue and white color scheme.

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 |

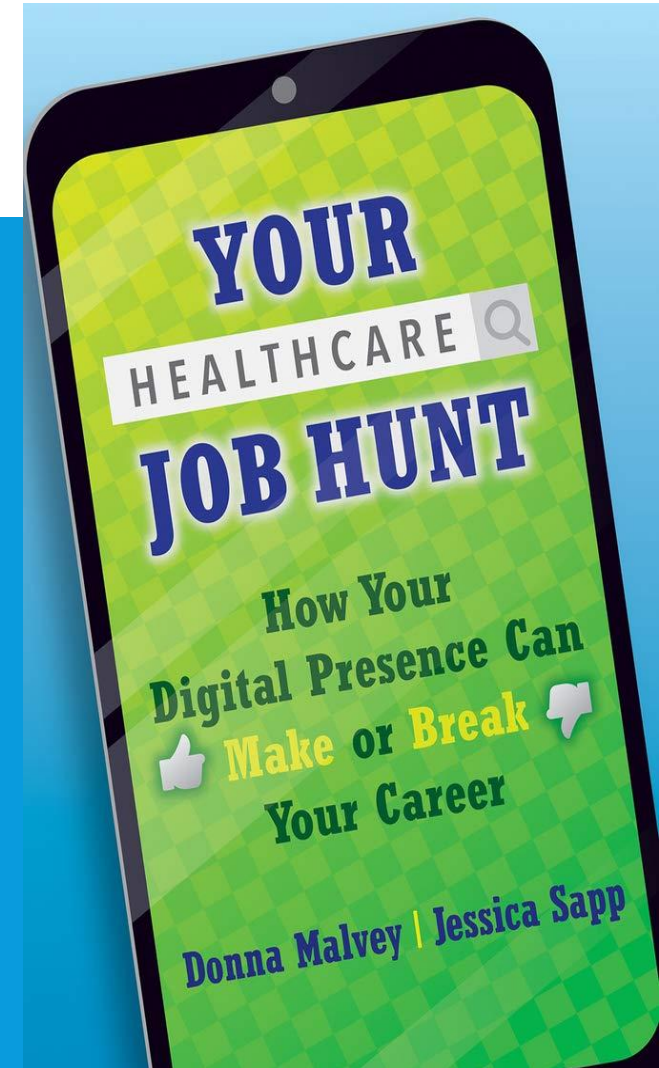
BUILDING YOUR IDENTITY ONLINE

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

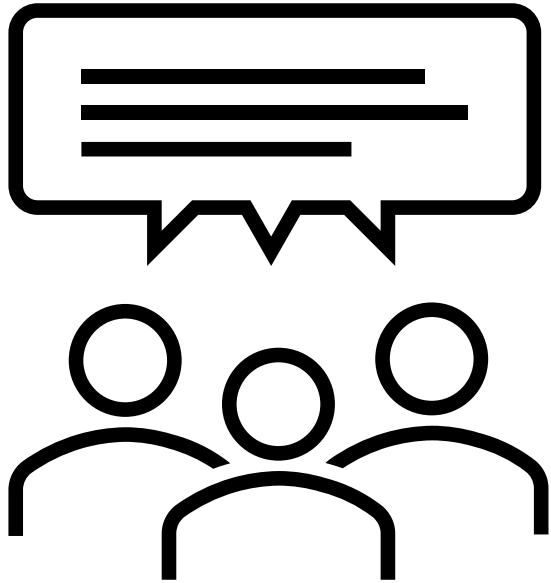


BUILDING YOUR IDENTITY ONLINE

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): 31-127.



QUESTIONS/COMMENTS



TAKE A SHORT SURVEY

<https://forms.gle/EyyEBH7kFrpN8FwV8>

References and Resources

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Malvey, Donna, and Sapp, Jessica. *Your Healthcare Job Hunt: How Your Digital Presence Can Make or Break Your Career*. Chicago: Health Administration Press, 2020.

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