



Claremont Graduate University  
*Career & Professional Development*

# NETWORKING & UNDERSTANDING

## YOUR DIGITAL BRAND

10.8.2022



# CAREER & PROFESSIONAL DEVELOPMENT PRESENTERS



**Ro Lee, Esq.**  
Associate Director

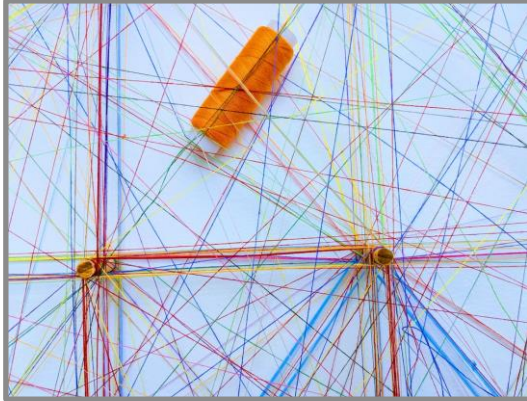


**Rebecca Grim**  
Peer Career Consultant



**Kaajal Sheth**  
Social Media &  
Communications Specialist

# WHY DO WE NETWORK?



- Avenues for New Opportunities
- Exchange of Ideas
- Growth in Connections and Influence
- Develop Relationships

# PRESENT YOURSELF PROFESSIONALLY

- Keep your audience in mind
- Challenge, Action, and Results (C.A.R)
- Straightforward and consistent

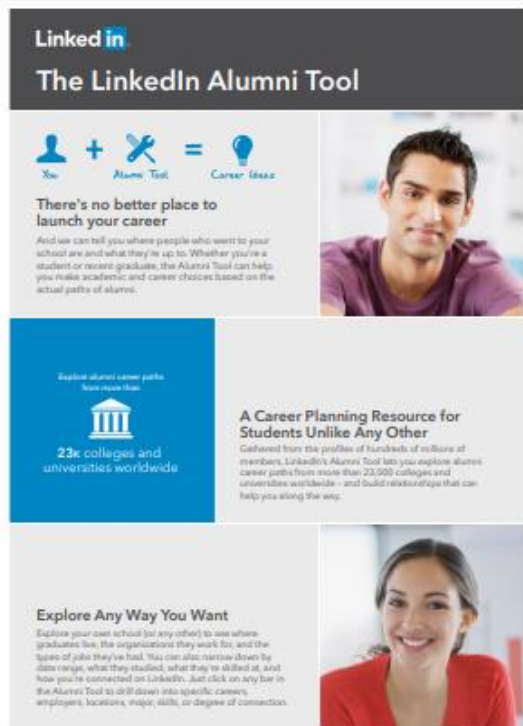


- Complete sections with accomplished statements
- Get the word out, be original and personal
- View profiles of industry leaders and various companies

# HOW TO UTILIZE YOUR PROFESSIONAL NETWORK

- Generate Employment Leads
- Connect with Industry Professionals
- Research Companies
- Connect with Students and Alumni
- Public Profile

- Join Groups of Interest
- Build Your Brand
- Tell your Story
- Receive Recommendations
- Global Fluency



**LinkedIn**

## The LinkedIn Alumni Tool

You + Alumni Tool = Career Ideas

**There's no better place to launch your career**

And we can tell you where people who went to your school are and what they're up to. Whether you're a student or recent graduate, the Alumni Tool can help you make academic and career choices based on the actual paths of alumni.

**Explore alumni career paths from more than 23k colleges and universities worldwide**

**A Career Planning Resource for Students Unlike Any Other**

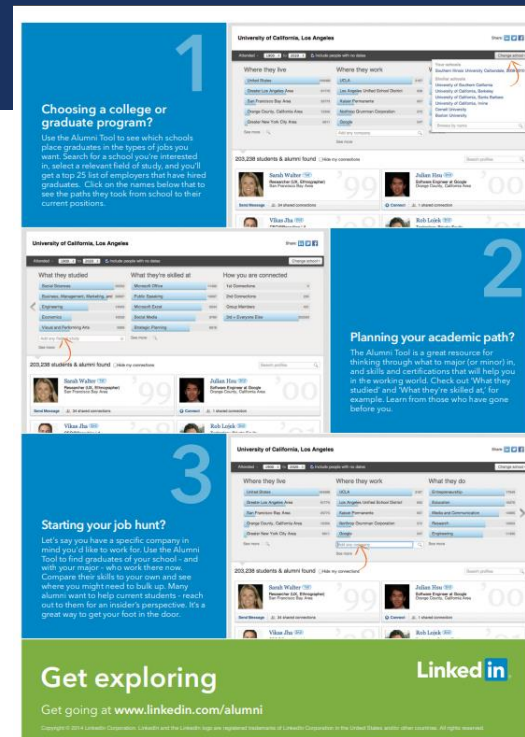
Guided from the profiles of hundreds of millions of members, LinkedIn's Alumni Tool lets you explore alumni career paths from more than 23,000 colleges and universities worldwide - and build relationships that can help you along the way.

**Explore Any Way You Want**

Explore your own school (or any other) to see where graduates live, the organizations they work for, and the types of jobs they're in. You can also narrow down by date range, what they studied, what they're skilled at, and how you're connected on LinkedIn. Just click on any bar in the Alumni Tool to drill down into specific careers, employers, locations, major, skills, or degree of connection.

## STEPS:

- 1) <https://www.linkedin.com/alumni>
- 2) Select for your university/college
- 3) Search companies and utilize the *"Where they work"* section.
- 4) Reach out to connect with fellow alumni



**1**

### Choosing a college or graduate program?

Use the Alumni Tool to see which schools place graduates in the types of jobs you want. Search for a school you're interested in, select a relevant field of study, and you'll get a top 25 list of employers that have hired graduates. Click on the names below that to see the paths they took from school to their current positions.

201,228 students & alumni found

**2**

### Planning your academic path?

The Alumni Tool is a great resource for thinking through what to major (or minor) in, and skills and certifications that will help you in the working world. Check out 'What they studied' and 'What they're skilled at' for example. Learn from those who have gone before you.

**3**

### Starting your job hunt?

Let's say you have a specific company in mind you'd like to work for. Use the Alumni Tool to find graduates of your school - and with your major - who work there now. Compare their skills to your own and see where you might need to bump up. Many alumni want to help current students - reach out to them for an insider's perspective. It's a great way to get your foot in the door.

201,228 students & alumni found

**Get exploring**



Get going at [www.linkedin.com/alumni](https://www.linkedin.com/alumni)

**LinkedIn**

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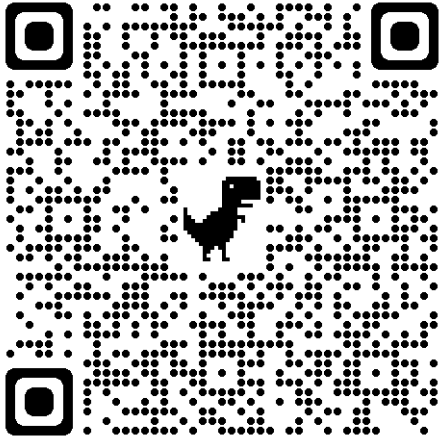
# CREATING YOUR LINKEDIN “VANITY URL”

To create or edit your custom public profile URL:

- 1 Click the  **Me** icon at the top of your LinkedIn homepage.
- 2 Click **View Profile**.
- 3 Click **Edit public profile & URL** on the right side.
  - You'll be redirected to the **Public profile settings** page.
- 4 Under **Edit your custom URL** on the right side, click the  **Edit** icon next to your public profile URL.
- 5 Type or edit the last part of your new custom public profile URL in the text box.
- 6 Click **Save**.



# CHECKLIST



**LinkedIn** Job Search Checklist Introduce yourself to your next employer on LinkedIn.

In this checklist, we will walk you through how to attract employers, grow your professional skills, and connect to new job opportunities through a great LinkedIn profile.

**STEP 01** Create a LinkedIn Account

**DID YOU KNOW?** 9 out of 10 employers use LinkedIn during the hiring process.

- ☐ **Set Up Your Account**  
Go to [www.linkedin.com](https://www.linkedin.com), and follow the instructions to create your new Member account.
- ☐ **Import Your Contacts**  
See who you already know on LinkedIn by importing your email contacts.
- Only add those contacts you know well as connections on LinkedIn.**
- ☐ **Add a Photo**  
Receive up to **21x** more views and **8x** more connection requests by adding a profile photo. If you don't have a profile-worthy photo, move on to the next step. Later, when you are in the app, you can use your phone to take, upload, and edit a photo.
- Use a headshot and smile naturally, making it easy for connections and recruiters to see you.**
- ☐ **Download the Mobile App**  
Add your mobile phone number and LinkedIn will send you a link to download and install the LinkedIn Mobile App on your phone through Google Play or the App Store.
- After you download the mobile app, you can also import your phone's contacts.**

Be great at what you do  
Get started - it's free.

First name

Last name

Email

Password (8 or more characters)

By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

[Join Now](#)

**WELCOME TO LINKEDIN!**  
You are now part of the world's largest professional network with over 500 million members in over 200 countries. Now let's complete your profile!



# Professional Branding for Scholars of color



Claremont Graduate University  
*Career Development Office*

# Barriers

**UNDervalUED**

**SELF**

**STEREOTYPES**

**UNDERREPRESENTED**

**CULTURAL / RACIAL  
DIFFERENCE  
(Phenotypical differences)**




**The Guardian reports that "57% of minorities felt they had to work harder to succeed in the UK because of their ethnicity. Meanwhile, 43% believed that they were denied a promotion unfairly because of their ethnic background". Forbes.com**



# SOLUTIONS



Identify what you  value  
Stay true to your values and differences



**Values**





# Embrace Your Identity

View your identity and differences as an advantage.



# Build Online Community

Reach out to professional associations, clubs, and organizations of interest, as well as professionals and scholars of color.

# How do resumes differ from country to country?

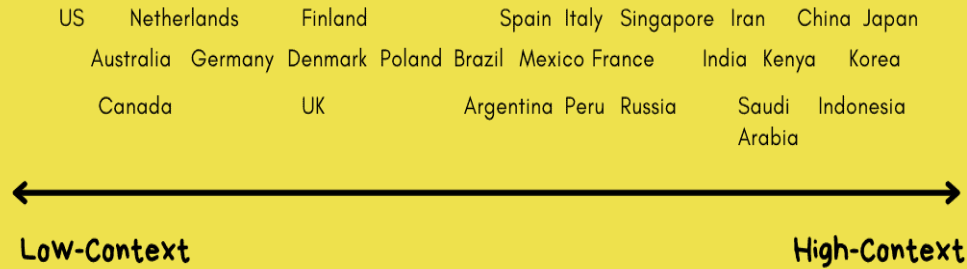


Question	Answer	Where?
What do I call it?	CV (Curriculum Vitae)	UK and EU countries
	Resume	US, Australia, Germany, Asian countries
Page length?	2 pages for most professionals, A4 paper	Most countries, including EU countries and the UK
	2 pages for most professionals, letter paper	US, Canada
Personal information?	General location, mobile number, email address, LinkedIn profile	UK, US, Australia
	Nationality, civil status, birthdate, gender, maiden name, marital status (often)	EU countries
Photo?	No	UK, US, Africa, Israel, Australia, Canada, Mexico
	Yes	EU countries, Latin America, Southeast Asia, Middle East
Personal statement?	Yes	Everywhere
Language skills?	Yes	Everywhere



# Cultural Contexts

Concise  
Straight-forward  
Explicit  
Simple  
Clear  
Repetition



Indirect  
Implicit  
Subtle  
Layered  
Nuanced

- Low-Context** Good communication is precise, simple, and clear. Messages are expressed and understood at face value. Repetition is appreciated if it helps clarify the communication.
- High-Context** Good communication is sophisticated, nuanced, and layered. Messages are both spoken and read between the lines. Messages are often implied but not plainly expressed.

From Erin Meyer's The Cultural Map

# Improve Your Online Presence

**Network, Network, Network!**

It's not what you know -  
- it's who you know.

Shared hobbies, passions or interests,  
Ask open-ended questions

**Stay In The Loop**

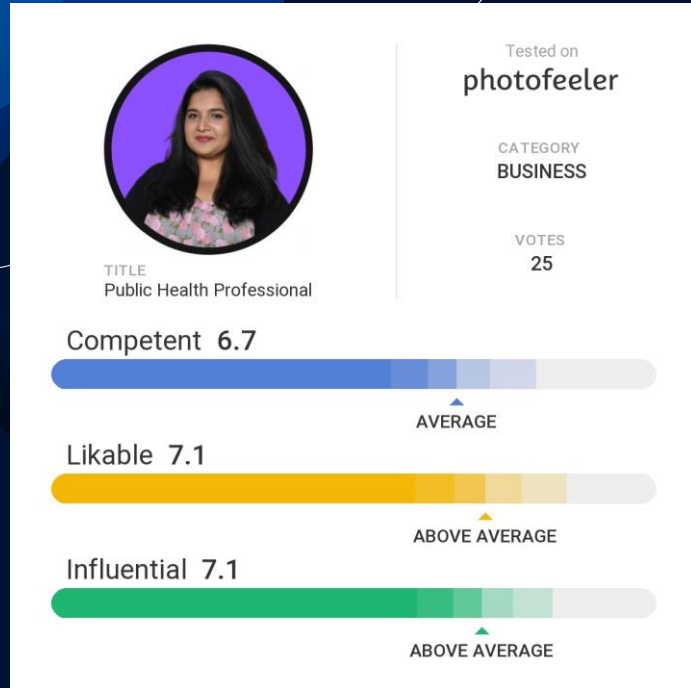
**Set Goals**

Aim for a particular number of contacts within  
a particular period of time.  
Make joining different affinity groups an  
objective.

**Personalize LinkedIn URL!**

# Profile Picture

Put your best face forward...



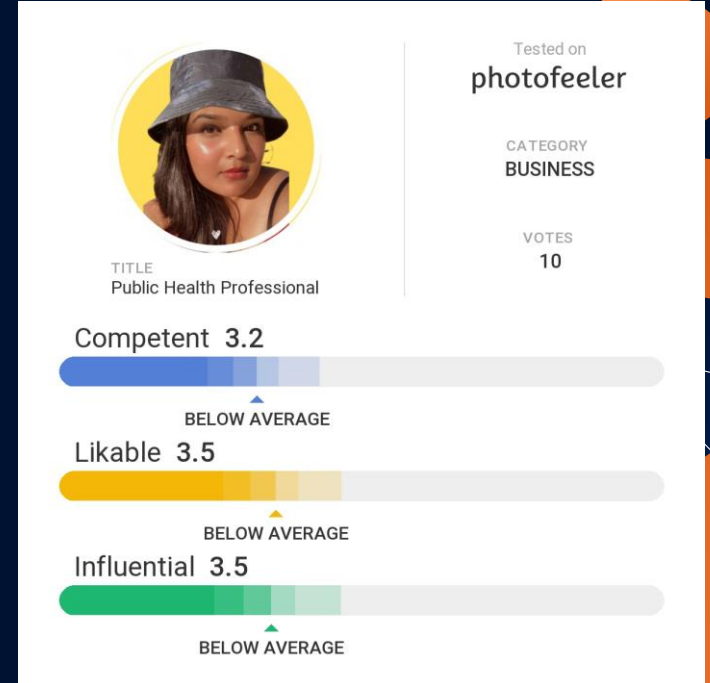
50-60% you!

Smile!  
Teeth > Closed mouth

Squinch

Dress Style

Backdrop



Source: [2017 study](#) by White et. al

# Clean Your Digital Footprint



Search  
Yourself  
Online



Check  
Privacy  
Settings



Use  
Strong  
Passwords



Update  
Software



Think  
Before You  
Post



Maintain  
Your  
Mobile  
Device



Build a  
Positive  
Reputation

Do I need to?

YES!  
You will be  
researched  
online

Indicates your “fit”  
within the company  
culture.



# **Remember...**

**The Future Workforce Looks Like You!**

# ARTICLES, RESOURCES, REFERENCES

- <https://belatina.com/5-tips-latinas-professional-brand/>
- <https://www.epi.org/publication/racial-representation-prof-occ/>
- <https://www.forbes.com/sites/goldiechan/2020/08/12/personal-brand-benefits-minority-leaders/?sh=2c5bab9b529d>
- <https://www.shrm.org/hr-today/news/all-things-work/pages/racism-corporate-america.aspx>
- <https://www.linkedin.com/pulse/cultural-nuances-personal-branding-joseph-liu-acc/>
- <https://www.epi.org/publication/racial-representation-prof-occ/>
- Zide, Julie; Elman, Ben; Shahani-Denning, Comila (2014). *LinkedIn and recruitment: how profiles differ across occupations*. *Employee Relations*, 36(5), 583–604. doi:10.1108/er-07-2013-0086
- White, D., Sutherland, C.A.M. & Burton, A.L. Choosing face: The curse of self in profile image selection. *Cogn. Research* 2, 23 (2017). <https://doi.org/10.1186/s41235-017-0058-3>
- [\(99+\) Teaching Students of Color How to Navigate the Workforce | LinkedIn](#)

# UPCOMING AWESOME EVENTS!

Your Career Journey  
Your Purpose  
(Prospective Students)

Invite a Friend!

Oct 13 (Thursday)  
Noon to 1:00 PM (PT)

In Collaboration  
Office of Admissions



CPT and OPT Workshop for  
International Students

Oct 17 (Monday)  
Noon – 1:00 PM (PT)

In Collaboration  
Student Life Diversity & Leadership

Marketing Leadership  
Experience

Nov 1 (Tuesday)  
Noon – 1:00 PM (PT)

In Collaboration  
Student Life, Diversity & Leadership

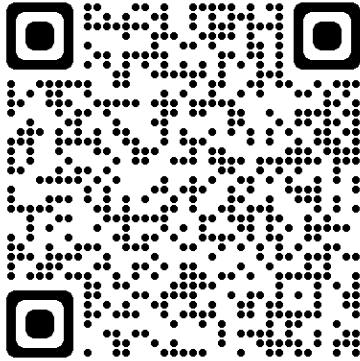
Interviewing | Strategies to  
Articulate your  
Accomplishments

Nov 9 (Wednesday)  
Noon – 1:00 PM (PT)

Conversations About  
the Future

Nov 29 (Tuesday)  
Noon – 1:00 PM (PT)

In Collaboration  
Center for Writing & Rhetoric



# Claremont Graduate University

## *Career & Professional Development*

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