



Public Health

GRADUATE CAREER SERVICES

Why When and How to Use LinkedIn?

Why LinkedIn?

Research has shown that our acquaintances and second-degree connections (people who know people you know) are often the most helpful in introducing us to new opportunities. By creating and actively managing a LinkedIn profile, you can utilize your professional network to find and identify contacts within the organization or field in which you want to work.

When should I use LinkedIn?

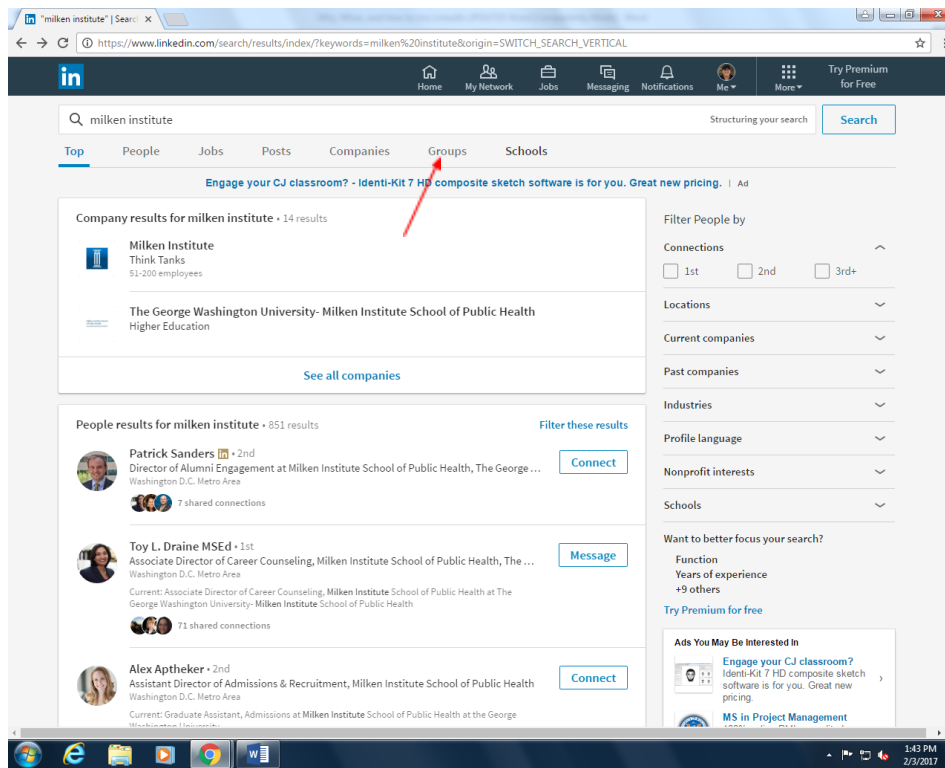
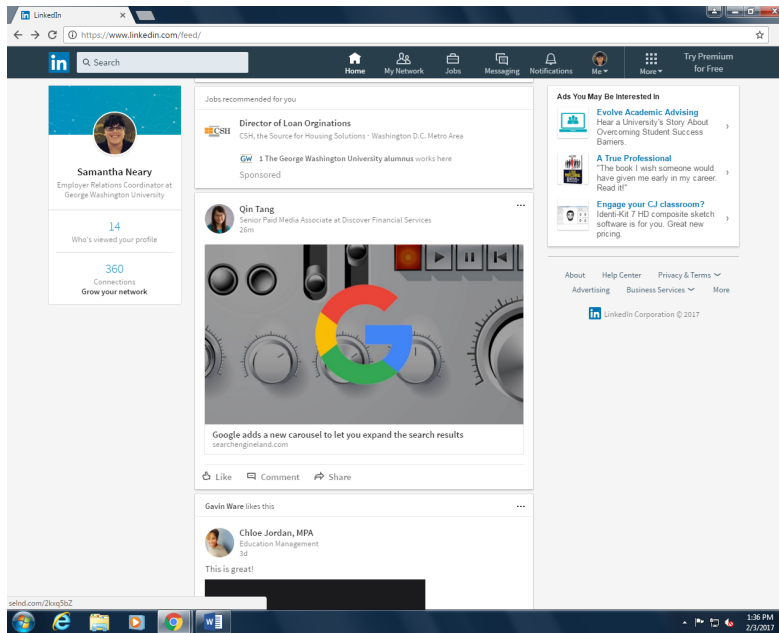
You don't need to be actively searching for a job to use LinkedIn; in fact, a job search will be more effective if you have been managing your professional network all along. You can also use LinkedIn to keep yourself updated on and participate in discussions of the trends in your field.

Create Your Profile

- Current position – this does not have to be a specific job title. If you are a student and/or are currently unemployed you can use a general description of the type of job that you would like to have, e.g. “Public Health Professional” or “MPH Candidate in Biostatistics.”
- Summary – Use a statement that describes who you are, a general description of your experience, and what type of position you are seeking.
- Experience – List paid and unpaid work. Including professional experience, internships, practicum, CE, volunteer experience, leadership roles and relevant projects. Provide a brief description of your contributions within the position.
- Education – Use **The George Washington University- Milken Institute School of Public Health** so that you will be affiliated with your school. Don't forget to include awards, activities, and associations.
- Additional Sections – You may add information about languages, skills, publications, etc.

Make Connections

- Always write a personal message along with the invitation to join your network.
- If you are interested in contacting someone who is a 2nd or 3rd degree connection, ask for an introduction from a 1st degree connection (i.e. someone you know). 2nd and 3rd connections can be found in the filter connections feature.
- If you are not able to contact someone through a one of your own connections, try to locate the person's business email address through his or her employer's website. It is better to email a 2nd or 3rd degree connection through an email address than through LinkedIn.



The George Washington University | LinkedIn | <https://www.linkedin.com/school/15101005?pathWildcard=15101005>

About us

Leading public health through education, advocacy and research in the nation's capital, both today and for generations to come.

Location
Washington, dc

Website
<http://publichealth.gwu.edu>

Industry
Higher Education

Type
Educational Institution

Show details ▾

Career Insights of 1,165+ alumni

Where they live

- 1,143 · United States
- 617 · Washington D.C. Metro Area
- 79 · Greater New York City Area

Where they work

- 81 · The George Washington University
- 9 · U.S. Department of Health and Human Services (HHS)
- 6 · The Henry M. Jackson Foundation for the Advanceme...

See all career insights

Get exclusive insights on 450,000+ public & private companies

- See company growth and functional trends
- Check out notable leadership changes

[Try Premium for free](#)

1:53 PM 2/3/2017

LinkedIn | <https://www.linkedin.com/school/15101005/alumni>

Career insights of 1,165 alumni

Attended Start year 1900 to End year 2016

Search alumni by title, keyword or company

Where they live

- 1,143 · United States
- 617 · Washington D.C. Metro Area
- 79 · Greater New York City Area
- 28 · Greater Boston Area


Where they work

- 81 · The George Washington University
- 12 · The George Washington University- Milken In...
- 12 · Children's National Health System
- 9 · U.S. Department of Health and Human Servic...


What they do

- 266 · Healthcare Services
- 211 · Research
- 161 · Community and Social Services
- 151 · Education


Show more ▾




Sasha Woshczyn
Master of Health Administration Candidate



Elizabeth A. Young, MPH, CPH
***Currently Seeking Employment Opportunities**...



Colleen Rooney
Vice President of Sales, GHHS at IBM Watson Health



Kellan E. Baker
Senior Fellow at the Center for American Progress

1:54 PM 2/3/2017

Visualize Your Network

- Use your network and groups to find people who are working in the type of job that you would like to have. View their profiles and note the pathways that they have taken to get where they are. What is their educational background? What companies have they worked for previously? What groups do they belong to? This information can help you to get an idea of what you need to do to be qualified for your dream job.
- Using the Advanced People Search, type in keywords, location, position title, company name, etc. to see those in your network who are working in your areas of interest.

Contacts

- Your university alumni network is most likely to provide you with contacts within fields and companies of interest. **Join the GW Public Health Network and the GW Alumni Network.** You can search for potential connections from GWU and filter them by where they work, what they do, and where they live.
- From your Home screen search for George Washington University or Milken Institute. A list of various search results will appear. Select “Schools” from the options below the search bar. Click on the school name and the school’s profile will appear. Scroll half way down the page to career insights. Click on “See All Career Insights”
- Adjust the dates on the upper right hand corner to ensure you are searching for alumni from a wide range of years, and put in search terms to find alumni working in your field. Use shared connections to make contact (offline) with people you would be interested in talking to. You are not asking for a job, but consider asking for an informational interview to find out more about what it takes to be successful in a field or company.
- If you see an alumnus that you are not connected with but would like to contact, you can try looking up that person in the GW University Alumni Directory at <http://alumni.gwu.edu/connect/directory/index.html> where you can enter their first name and graduation year into the search feature. If the alum has updated his contact information in that system, you may be able to send an email through the GW Alumni directory as a way to get in touch.

Groups

- Find out more about your field by clicking on one of your groups. Click on “More”, “Groups” and “My Groups” Within each groups page you can start and participate in conversations with other group members and view job opportunities that have been posted to the group.

The screenshot shows a LinkedIn group page for 'The George Washington Alumni Association'. The group is unlisted and has 33,907 members. A post by Marc Freedman, a Certified Expense Reduction Consultant at Expense To Profit, is featured. The post title is 'The cloud will shake markets' and includes a quote from NJVC's Kevin Jackson: 'The data center business model must evolve with cloud's demands, says NJVC's Kevin Jackson.' The post has 'Like' and 'Comment' buttons. Below the post is a reply box. On the right side, there is an 'ABOUT THIS GROUP' section with a welcome message, a 'MEMBERS' section showing a row of member avatars, and an 'Ads By LinkedIn Members' section with three advertisements. The browser's address bar shows the URL 'https://www.linkedin.com/groups/52956'. The Windows taskbar at the bottom shows the time as 4:34 PM on 2/6/2017.

Find Companies

- When you go to a company's LinkedIn page, you'll see people within your network and fellow university alumni that have been affiliated with that company, currently or in the past.
- Follow Organizations that you are interested in so that you can stay up to date on their posts via your LinkedIn Newsfeed.
- Individual companies provide different amounts of information. On a company's LinkedIn page, you may see company updates, job postings, new titles and departures (which can clue you in to positions that might be opening up) and a list of similar companies (which can help you expand your job search). Browsing a company's LinkedIn page can provide you with valuable information about the company and its employees. Use this information to tailor your resume and application materials and become a stronger applicant.
- When looking on the page of an organization you are interested in take a look at the "Pages People Also Viewed" on the left hand side to get ideas for similar organizations.

Apply for Jobs

- LinkedIn provide various insight into job postings directly underneath the job title. Be sure to look at the following and utilize the information to your advantage:
 - o Apply: Directs you to the company's website
 - o Easy Apply: Allows you to apply directly through LinkedIn

- o Actively Recruiting: Recruiters at the organization have a history of utilizing LinkedIn to find and communicate with applicants
- o Your Connections Work Here: Lists your connections and/or alumni from your academic institution that work at this organization