# AI^2 'Reaching out!' workshop:



#### LinkedIn

## Workshop outcomes:

- 1) Understand motivations for engaging with a LinkedIn network
- 2) Recognise features of a 'winning' LinkedIn interaction
- 3) Evaluate LinkedIn interactions and suggest improvements

### **Introduction:**

LinkedIn is a nuanced social network with a heavy career focus. As such, it can be an immensely useful tool for increasing your visibility and the visibility of your work. It may even help in landing that dream job! In this workshop, we're going to figure out how we can make best use of this unique and valuable resource.

## **Task 1: Preliminary diagnostics**

First, let's figure out what LinkedIn even is – preliminary research time!

- A) Log in to LinkedIn or make an account (for dummy accounts, use a temporary email) to gain access.
- B) Browse the site (try the search terms 'Deep Learning', 'AI healthcare' or 'AI^2 Forum, Leeds':-) ) and write down three key differences to other social media sites you have used.
- C) For each of these, suggest how these could be used by A PhD student to better an aspect of their life.

|   | 'Unique feature' | Suggested use for betterment of PhD experience |
|---|------------------|--|
| 1 |                  |  |
| 2 |                  |  |
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## **Task 2: Winning formulae**

We're now going to figure out what makes a 'winning' LinkedIn interaction. What is a 'winning' interaction? Well, you've just done the hard work here – the suggestions you made on betterment of the PhD experience in Task 1 **ARE** your success criteria. Anything that helps you to achieve those is going to be part of a winning formula!

A) Find three guides on writing 'successful LinkedIn posts'.

- B) Identify three pieces of advice that could help you to achieve your success criteria.
- C) Write an example post / interaction in which you use all three pieces of advice!
- D) Swap your post with a colleague **identify two ways** in which their post helps to achieve their goals. **Identify one improvement** they could make to their post to better achieve their goal **give an example of how you would that change.**

|   | Winning strategy |
|---|------------------|
| 1 |                  |
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