



AI² ‘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 ‘AI² 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		
3		

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’.

