

The National Nano Alumni Network Presents:

*LinkedIn Profile Essentials:  
Building Your Professional Network*

May 9, 2013

The NACK Network was established at the Pennsylvania State College of Engineering, and is funded in part by a grant from the National Science Foundation.



# Welcome to NACK's Webinar

## Presenters



**Catherine Basl**

[Catherine.basl@seattlecolleges.edu](mailto:Catherine.basl@seattlecolleges.edu)



**Ramie Chackan**

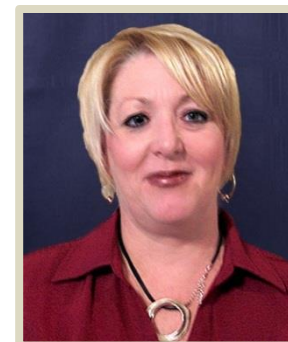
[ramie.chackan@dctc.edu](mailto:ramie.chackan@dctc.edu)



**Karen Halvorson**

[halvorkaren@msn.com](mailto:halvorkaren@msn.com)

Moderator: Tracy Pixler-Anderson



# Our Next Speaker

## **Karen Halvorson**

Director of National Nano Alumni Network

Former Vice President of Academic and Student Affairs  
Dakota County Technical College



# National Nano Alumni Network

What is it? Who does it serve?

- A Little History...
- The Mission
- Website for **alumni** of *nanotechnology undergraduate education* programs across the nation
- Visit: [www.nano4me.org/alumni](http://www.nano4me.org/alumni)



# National Nano Alumni Network


Brought to you by the Nanotechnology Applications and Career Knowledge (NACK) Network

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## Alumni

### Welcome

We've made some big changes around here! There's a new website, updated information on preparing for jobs, and of course, a new way to connect with Alumni from across the U.S.

We're excited to tell you that we're moving our existing Alumni community to LinkedIn. Why? LinkedIn is a great tool that will help us better connect and share information with you. Not only that, you'll have all the benefits of LinkedIn right on nano4me.

#### About LinkedIn

[How it Works](#)
[Benefits](#)



### Meet



### Learn



### Prepare




### Work



**LinkedIn:**  
Connect with nanoscience technology alumni from colleges and universities across the country. Sign up now and join the conversation!

Login


#### Featured Alumni



Lage von Dissen



John Butenhoff



Sebastien Maeder

# National Nano Alumni Network

- **MEET:** Connect with other Alumni – we are a community of nano graduates.
- **LEARN:** Ready to go to a 4-year institution? Review transfer agreements.
- **PREPARE:** Ready to look for a job? Career builder information like resumes and cover letters.
- **WORK:** Find who is hiring nano graduates, look at different job titles, and search for companies.

# Our Next Speaker

## **Ramie Chackan**

Career Services Specialist

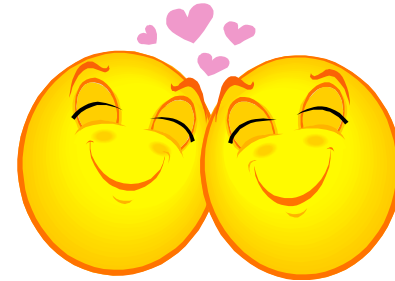
Nanotechnology Applications and Career Knowledge  
(NACK) Alumni Network





# Changes

Nano4me + LinkedIn =



# Benefits

- Connect with fellow Alumni
- Access Job and Internship postings
- Join the conversation
- Latest news in nanotechnology careers, education and training, and technology trends

The screenshot displays the Nano4Me.org website interface. At the top, the logo "Nano4Me.org" is accompanied by the tagline "Brought to you by the Nanotechnology Applications and Career Knowledge (NACK) Network". A navigation bar includes links for HOME, STUDENTS, ALUMNI, EDUCATORS, INDUSTRY, ABOUT US, and PARTNERS. Below this, a secondary bar shows "Home | Alumni | MEET". The main content area features a video player titled "Zach Gray: Nanofabrication Manufacturing Technology" with a play button overlay. A small NACK logo is visible in the bottom left of the video frame. To the right of the video player is a "Login to in" section with a link "Click Here for Instructions" and a paragraph encouraging LinkedIn login for job postings and networking. Below the login section is a "Professional Associations" button. At the bottom of the page, a list of names is displayed: Zack Gray, Brandon Harris, Nazanin Sharifi, Amanda Tomlin, and Justin Ingram.

Nano4Me.org Brought to you by the Nanotechnology Applications and Career Knowledge (NACK) Network

HOME STUDENTS ALUMNI EDUCATORS INDUSTRY ABOUT US PARTNERS

Home | Alumni | MEET

Zach Gray: Nanofabrication Manufacturing Technology

Click Here for Instructions

Login to LinkedIn to join the discussion, get information on new job postings, and connect with other students and graduates! We also want you to get to know some of the professional associations out there, feel free to take a look:

Professional Associations

Zack Gray Brandon Harris Nazanin Sharifi Amanda Tomlin Justin Ingram

# How?

- Login in to LinkedIn via Nano4me.org
- Your information is **safe** and website is **secure**
- You will always be asked for confirmation to access your profile

# Our Next Speaker

## Catherine Basl

Recruitment & Employment Specialist, SHINE

(Seattle's Hub for Industry-Driven Nanotechnology Education)



For NACK Alumni and Nanotechnology Students

# LINKEDIN ESSENTIALS



**LinkedIn** + time commitment, etiquette,  
curiosity, offline professional relationships,  
interest in learning about others, helping  
more than taking, industry know-how, skills,  
solid work relationships, paying it forward,  
sharing knowledge & ideas, seeing a bigger  
picture = **powerful networking**



\*networking: creating and sustaining positive, professional relationships  
(my definition)

do you have a networking\* strategy?

# Be great at what you do.



*"As an entrepreneur, I find LinkedIn invaluable for reaching decision makers and experts."*

Avichal Garg – Co-founder at Spool



## Get started – it's free.

Registration takes less than 2 minutes.

First Name

Last Name

Email

Password (6 or more characters)

**Join Now**

By joining LinkedIn, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#).

Find a colleague:

First Name

Last Name

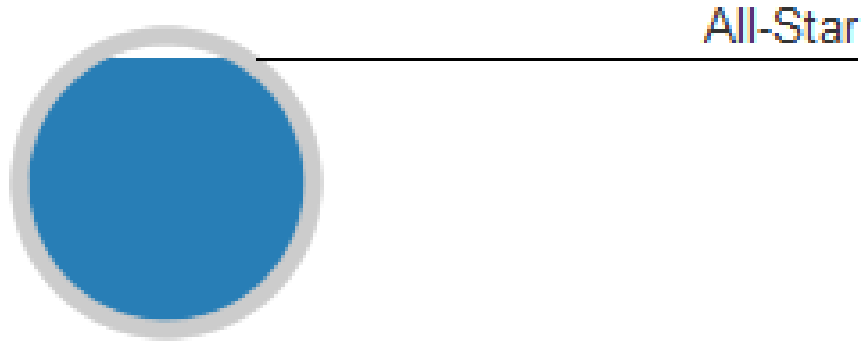
Search

# How would you characterize your level of LinkedIn expertise?

- A. Novice: I have never used LinkedIn or just began to use LinkedIn.
- B. Beginner: I have created a basic profile and feel somewhat comfortable navigating LinkedIn.
- C. Intermediate: I use LinkedIn fairly often. My profile is relatively up to date.
- D. Advanced: My profile is up to date. I am actively involved in groups and discussions. I'm a LinkedIn wizard!

---

## Profile Strength



[Share your profile ▶](#)

---

100% profile = easier for the right people to find you

# Customize your public profile URL

Your Profile → Edit Profile → click on “edit” hyperlink next to URL → navigate to bottom right of page and look for “customize your public URL”



[www.linkedin.com/in/](https://www.linkedin.com/in/)

According to LinkedIn, how much more likely is your profile to be found in searches if you include a (professional) profile photo?

- A. 2x more likely
- B. 3x more likely
- C. 7x more likely
- D. 10x more likely



A large, bold, blue graphic consisting of the number '7' followed by the letter 'x', representing a sevenfold increase.

Professional Photo = 7x more likely  
to be found in searches according to  
LinkedIn

# Pick a Good One

Stand out from the crowd with a quality, professional photo



[www.linkedin.com/](http://www.linkedin.com/)


<http://theundercoverrecruiter.com/7-pictures-you-should-never-use-your-linkedin-profile/>

<http://www.business2community.com/linkedin/the-best-and-worst-linkedin-profile-photos-0266637>

# Keywords

relevance is essential, overused buzzwords are not

Creative  
Organizational  
Effective  
Motivated  
Extensive Experience  
Track Record  
Innovative  
Responsible  
Analytical  
Problem Solving



most overused  
LinkedIn  
buzzwords for  
2012, according to  
LinkedIn

action + task + result *quantified*

situation + your role + value added

---

headline, summary, work experiences

# Telling Stories

# headline, summary, work experiences

## Telling Stories

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### Tracy Pixler-Anderson's Summary

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My success is defined by the success of the people and teams I serve by striving for excellence in training, development and coaching.

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### Tracy Pixler-Anderson's Experience

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#### **Instructional Developer/Technical Writer**

##### **MATEC @ Maricopa Community College**

Educational Institution; 1-10 employees; Education Management industry  
November 2012 – Present (7 months) | Phoenix, Arizona

#### **Sr. Business Process Analyst**

##### **Avnet Embedded**

Public Company; 51-200 employees; avt; Computer Hardware industry  
June 2012 – November 2012 (6 months) | Phoenix, Arizona

#### **ASAP Implementation Project**

##### **Avnet Technology Solutions**

Public Company; 10,001+ employees; AVT; Information Technology and Services industry  
January 2011 – May 2012 (1 year 5 months) | Tempe, Arizona

- Served as a Business Analyst and Curriculum Developer for the implementation of SAP ERP across Avnet Technology Solutions.
- Engaged process thread Business Analysts for SAP CRM to scope, outline, design and develop courseware for instructor-led, web-based and computer-based courses.
- Build of data in training environments for consumption during training sessions.
- Collaborated with People, Change and Learning (PCL) team to manage training logistics for ~1,600 manager/employees.
- Scale of PCL deliverables included: 92 combined courses/quick-reference cards developed which were facilitated/delivered via ~500 classroom sessions utilizing 155 subject-matter trainers.
- Facilitated Train-The-Trainer to prepare subject-matter trainers.
- Facilitated Hypercare support model post-Go-Live through desk side coaching, ad-hoc training and defect ticket management for managers/employee teams.


# Why should you always personalize requests to connect?

- A. Because your requests may go unanswered
- B. Because it's an opportunity to further strengthen your network connections
- C. Because it would be like walking up to a stranger at an event, not smiling, asking for their business card, taking it, and walking away
- D. All of the above



# Always personalize your connection requests

many professionals won't accept generic requests

 Invite **Brian** to connect on LinkedIn

How do you know Brian?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☐ Friend
- ☐ Other
- ☐ I don't know Brian

**Include a personal note:** (optional)

I'd like to add you to my professional network on LinkedIn.

- Your Name Here

**Important:** Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)



Let the world know what you think.

You can already comment and like these discussions.

Why not become a member of this open group so you can start your own?

[Join Group](#)

Choose Your View ▾

## Most Popular Discussions



Ramie  
[Unfollow](#)



### Objective or Career Summary: What is the Difference?

collegencareers.com

Most career fields have sensitive topics and irreconcilable debates. Career advising is no exception. If you surveyed career coaches, you would likely receive different responses regardi...

posted 22 days ago

[Craig Holzinger](#) 9 days ago • [Craig](#) likes this.

[See more »](#)



Ramie  
[Unfollow](#)

### Nanotechnology Alumni and Industry Network is now an open group

I am pleased to announce that, as the owner of this group, I have just switched us to an open discussion group. All future discussions ...

posted 2 months ago

[Craig Holzinger](#) 1 month ago • [Craig](#) likes this.

[See more »](#)



## Manager's Choice



Nanotechnology Alumni and Industry Network is now an open group

Ramie Chackan

[See all »](#)

## Latest Updates



9 people have joined the group, including [Xaxiri Yamane](#), [Craig Holzinger](#) and [Craig Holzinger](#)

6 days ago



[Craig Holzinger](#) likes this discussion by [Ramie Chackan](#) Nanotechnology Alumni and Industry Network is now an open group

Like (1) • 6 days ago



[Craig Holzinger](#) likes this discussion by [Ramie Chackan](#) 8 Qualities of Remarkable Employees

Like (1) • 6 days ago

[See all updates »](#)

## Ads by LinkedIn Members




### MBA for HR Professionals


Earn an MBA w/ a Human Resources Concentration in Small, Personal Classes!


Join relevant groups  
and participate in group discussions


# Your Name (top right) → Settings

to manage activity settings

 **Profile**

 **Email Preferences**

 **Groups, Companies & Applications**

 **Account**

**Privacy Controls**

- [Turn on/off your activity broadcasts](#)
- [Select who can see your activity feed](#)
- [Select what others see when you've viewed their profile](#)
- [Select who can see your connections](#)
- [Change your profile photo & visibility »](#)
- [Show/hide "Viewers of this profile also viewed" box](#)

**Settings**

- [Manage your Twitter settings](#)
- Helpful Links**
  - [Edit your name, location & industry »](#)
  - [Edit your profile »](#)
  - [Edit your public profile »](#)
  - [Manage your recommendations »](#)

# Stay on Top of Changes to LinkedIn

LinkedIn: [help.linkedin.com](http://help.linkedin.com)  
[blog.linkedin.com](http://blog.linkedin.com)

Careerealism: [www.careerealism.com](http://www.careerealism.com)

US News, Forbes, MSNBC, Mashable, etc.

(the business sections of online newspapers & media outlets)

Your campus career center

One final note...



Catherine Basl, Recruitment & Employment Specialist

SHINE: Seattle's Hub for Industry-driven Nanotechnology Education

**THANK YOU!**





# A final word from ...

## **Karen Halvorson**

Director of National Nano Alumni Network

Former Vice President of Academic and Student Affairs  
Dakota County Technical College



# Take A Look At This Nano Alumni

## Sebastien Maeder

Technical Representative at P2i  
Savannah, Georgia | Nanotechnology

Previous Penn State University, Arcadia University, Abington School District


Connect


Send InMail



2nd 

78  
connections

 www.linkedin.com/pub/sebastien-maeder/3b/607/b28

 Contact Info

### Background



### Experience

#### Technical Representative

P2i

February 2012 – Present (1 year 4 months) | Savannah, Georgia Area

The world leader in liquid repellent nano-coating technology



#### Associate Outreach Coordinator at CNEU: Center for Nanotechnology Education and Utilization

Penn State University

December 2009 – January 2012 (2 years 2 months) | State College, Pennsylvania Area

Making nanotechnology education more engaging and relevant. Connecting remote users with the highest level of trained staff, sophisticated characterization techniques, and nanotechnology curriculum.



#### Research Associate at PaNMT: Pennsylvania Nanofabrication Manufacturing Technology

Penn State University

December 2009 – January 2012 (2 years 2 months) | State College, Pennsylvania Area

Curriculum development, lab instruction, course lectures, and in house characterization (FESEM, AFM, profilometry, etc.).



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## Alumni

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#### About LinkedIn

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[Benefits](#)



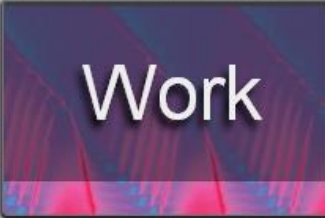
### Meet



### Learn



### Prepare




### Work




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#### Featured Alumni



Lage von Dissen



John Butenhoff



Sebastien Maeder

# Webinar Recordings

To access this recording, slides and handout visit:

[nano4me.org/alumni/learn.php](http://nano4me.org/alumni/learn.php)

[nano4me.org/webinars.php](http://nano4me.org/webinars.php)

# 2013 Events Calendar

- May 16:**  
*Webinar* Trends in Nano:  
Careers and Workforce Needs (Three Part Series)
- May 21-23:**  
*Conference* MNT: Micro Nano Technology 2013  
Minneapolis, MN [www.mnt-conference.net](http://www.mnt-conference.net)
- Aug. 12-15:**  
*Workshop* Course Resource Workshop II:  
Patterning, Characterization,  
and Applications
- Sept. 16-19:**  
*Workshop* Course Resource Workshop I:  
Safety, Processing & Materials

Visit [www.nano4me.org/webinars](http://www.nano4me.org/webinars) for more details  
about these and other upcoming webinars.

# Thank You!

Thank you for attending the  
NACK Network webinar

**LinkedIn Profile Essentials:  
Building Your Professional Network**