How to Network in a Digital Age

Connecting students to global careers!

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Held on the medical institutions campus, the Johns Hopkins Bloomberg School of Public Health hosts a public health career fair that attracts dozens of employers from around the world — and provides students and alumni with an opportunity to search for jobs and build relationships with professionals in their field of interest.

Friday, March 1, 2013
10:00 AM - 3:00 PM
Bloomberg School of Public Health Building
615 N. Wolfe St. Baltimore, MD 21205

Full Description:
The 2013 Public Health Career Fair provides a convenient location for agency representatives from around the country to meet students, faculty and alumni to discuss organization functions, employment opportunities, and internship experiences.
What are we going to cover?

• How social media impacts networking
• LinkedIn – How to use and where it is heading
• Informational interviewing via email
• Connecting with JHSPH alums
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Employers & Social Media

20th century: Resumes, Cover Letters, Transcripts, Referrals

21st century: Resumes, Cover Letters, etc.

Google

facebook

twitter

LinkedIn
Employers & Social Media

Do you use social media for recruitment?

- Yes: 80.2%
- Plan to Begin: 8.7%
- No: 10.5%
- Don't Know: 0.5%

Jobvite Social Recruiting Survey 2011
Employers & Social Media

Which social media do you use for recruiting?

- LinkedIn: 86.6%
- Facebook: 55.3%
- Twitter: 46.6%
- YouTube: 11.6%
- Blog: 16%
- None: 9.4%

Jobvite Social Recruiting Survey 2011
What are employers looking for?

Employers are looking at this information and it’s influencing their opinions regarding candidates

- 53% had been positively influenced;
- 45% had been both positively & negatively influenced;
- 2% had been negatively influenced

Information found on these sites can support or discredit that shared by the candidate during the interview process

- A new tool employers can use to get information straight from the source—the students themselves
- Five minutes on a candidate’s social networking profile can often provide more information about his or her judgment than an hour talking with a carefully chosen reference.

Digital dirt - the 21st century of gossiping/passing notes
Social Media and Job Searching

Fact: Prior to a meeting or interview, more than 40% of the people you meet will have either:

- Searched for you using Google or another search engine
- Reviewed your LinkedIn profile
- Looked you up on Facebook

Social Media & Job Searching

Google yourself....

What do you find?

Would your grandparents approve?
Paul Hutchinson, Ph.D. Psychologist and Therapist Bellevue WA
www.paulhutchinson.com/
Bellevue Psychologist and therapist specializing in individual and couples therapy for depression, alcoholism, and relationship issues.

Paul Hutchinson profiles | LinkedIn
www.linkedin.com/pub/dir/Paul/Hutchinson
View the profiles of professionals named Paul Hutchinson on LinkedIn. There are 25 professionals named Paul Hutchinson, who use LinkedIn to exchange ...

Paul Hutchinson | LinkedIn
www.linkedin.com/in/paulhutch
Greater Salt Lake City Area - Director, Principal at ROC|Bridge Partners
View Paul Hutchinson’s professional profile on LinkedIn. LinkedIn is the world’s largest business network, helping professionals like Paul Hutchinson discover ...

Paul Hutchinson’s web site
paulhutch.com/
Nov 18, 2011 - Welcome to Paul Hutchinson’s web site. I’ve put a strange mix of items here. Maybe you’ll find them useful, interesting or, entertaining.

'I want to poke his eyes out': Mother's fury as Paul Hutchinson jailed ...
www.dailymail.co.uk/.../i-want-poke-eyes-Mothers-fury-Paul-Hutchi...
Jan 26, 2010 - The case - the first to be featured on BBC’s Crimewatch programme - was only solved after scientists used a new technique called familial ...

Paul Hutchinson
paulhutchinson.co.nz/
New Zealand artist Paul Hutchinson - a contemporary realist painter working in oils, encaustic wax and pastels.
Paul R. Hutchinson | Facebook
www.facebook.com/paulh2
Paul R. Hutchinson is on Facebook. Join Facebook to connect with Paul R. Hutchinson and others you may know. Facebook gives people the power to share ...

Paul R. Hutchinson | LinkedIn
www.linkedin.com/in/paulrhutchinson
Greater Boston Area - Hutchinson Consulting, Providing Strategic Sales Coaching & Training, Workshops on Sales, and related topics
View Paul R. Hutchinson's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Paul R. Hutchinson ...

Paul R. Hutchinson Attorney - Beckley, WV - Lawyer in Beckley
www.manta.com/c/mtmv43/paul-r-hutchinson-attorney
Get free rich company data such as size, revenue and contact information for Paul R Hutchinson Attorney. This company profile also includes services and a ...

Hutchinson Paul R in Beckley, WV - (304) 252-5329
www.whitepages.com/business/hutchinson-paul-r-beckley-wv
Find Hutchinson Paul R at 2795 Robert C Byrd Dr, Beckley, WV. Call them at (304) 252-5329.

Estate of Bevelle 81 Cal. App. 2d 720 - Justia
law.justia.com › ... › California Case Law › Cal. App. 2d › Volume 81
She was represented by Attorney Paul R. Hutchinson, Esq. After contest, and ... The bill was on the stationery of Paul R. Hutchinson, Esq., and was not verified.

Paul Hutchinson Consulting
www.prhutchinson.com/
Paul Hutchinson | LinkedIn
www.linkedin.com/pub/paul-hutchinson/2/985/6a9
Paul Hutchinson's Overview. Current. Assistant Director, Career Services at Johns Hopkins Bloomberg School of Public Health. Past. Assistant Director, Career ...

Paul Hutchinson profiles | LinkedIn
www.linkedin.com/pub/dir/Paul/Hutchinson
View the profiles of professionals named Paul Hutchinson on LinkedIn. ... Coordinator at Johns Hopkins School of Professional Studies in Business & Education ...

Career Services - Johns Hopkins Bloomberg School of Public Health
www.jhsph.edu/offices-and-services/career-services/
The Office of Career Services at the Bloomberg School helps students, alumni, faculty, staff and employers navigate the world of public health jobs. Whether you ...
For Students - Contact Career Services - For Employers - For Faculty and Staff

contact the Office of Career Services - Johns Hopkins Bloomberg ...
www.jhsph.edu › Offices and Services › Career Services
Paul R. Hutchinson, MS. Assistant Director, Career Services ... Contact Information. Johns Hopkins Bloomberg School of Public Health Career Services Office ...

Past Events Presentations - Johns Hopkins Bloomberg School of ...
www.jhsph.edu › Offices and Services › Career Services › Events
Paul Hutchinson, Assistant Director, Career Services (phutchin@jhsph.edu). Feb. 7, 2012 ... Johns Hopkins Healthcare Business Case Competition - Pfizer ...

Paul Hutchinson, Assistant Director, Career Services, Johns ...
What are we going to cover?

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• LinkedIn – How to use it and where it is heading

• Informational interviewing via email

• Connecting with JHSPH alums
Do you have a LinkedIn account???

If so, how do you use it?
34% of companies feel that resumes will be replaced by online profiles!

Internet = Global Talent Pool!

OfficeTeam Survey
What is LinkedIn?

The world’s largest professional online network

• A.K.A, the “Professional Facebook”
• Over 120 million members and growing rapidly.
• Connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

• Great way to enhance your online reputation and extend your digital footprint

• As a student, you can utilize LinkedIn to...
  • Build your professional network
  • Connect to alumni and other professionals
  • Learn and keep up to date about current trends
LinkedIn - Extend Your Digital Footprint

Here are LinkedIn’s tips to make sure your profile is complete.

1) Add a profile photo – *people more likely to connect*

2) List all the jobs or positions you’ve held, along with descriptions of your roles – *more emphasis on current roles*

3) Have 5 or more skills on your profile - *New section in LinkedIn*

4) Write a summary about yourself – *similar to PROFILE in resume*

5) Fill out your industry and postal code.

6) Add where you went to school.

7) Have 50 or more connections – *more connections means more people will connect with you*
Add a “Skills” section to your profile
Edit your profile – you can add up to 50 skills

Factors affecting whether people click to view your LinkedIn profile:
• Photo – avoid having silhouette
• Headline – include keywords and make your headline a PITCH
• Shared connections – more shared connections, more likely to connect
LinkedIn & Your Resume

LinkedIn profile will take place of resume

Resume, cover letter, etc in one

Passive Job Searching - Still works when you're sleeping

57% say online resumes are doing more for their job search than traditional resumes
LinkedIn & Your Resume

LinkedIn: meet the resume.

Turn your LinkedIn Profile into a beautiful resume in seconds. No more messing around with multiple Word and PDF documents scattered all over the computer. Pick a resume template, customize the content, and print and share the result to your heart's content.

1. Pick a template

Pick a resume template that best suits your style: classic, modern, business, executive, law and more.

2. Edit

Your resume content is automatically fetched from your LinkedIn profile, so you can customize it as much as you want. You can also pick which sections (summary, specialties, experience, education, etc.) to include and in what

3. Share

Export your resume as a PDF and print it any time. Also, each resume gets a custom link that you can share with others via email, LinkedIn, Facebook, Twitter, etc.

Sign in with LinkedIn to get started!
Paul Hutchinson
Baltimore, Maryland Area | Higher Education

Current: Assistant Director, Career Services at Johns Hopkins Bloomberg School of Public Health
Past: Assistant Director, Career Services at Johns Hopkins University Carey Business School
Senior Program Coordinator at Johns Hopkins School of Professional Studies in Business & Education

Education:
The Johns Hopkins University
University of Maryland College Park

Connections: 212 connections

Paul Hutchinson's Experience

Assistant Director, Career Services
Johns Hopkins Bloomberg School of Public Health
October 2007 – Present (4 years 4 months)

Assistant Director, Career Services
Johns Hopkins University Carey Business School
January 2006 – March 2007 (1 year 3 months)

Senior Program Coordinator
Johns Hopkins School of Professional Studies in Business & Education
2002 – 2007 (5 years)

Paul Hutchinson's Education

The Johns Hopkins University
2000 – 2004

University of Maryland College Park
1996 – 1999
John Michael O'Brien
CMS Innovation Center
Washington D.C. Metro Area | Public Policy

Current
Senior Advisor, Campaign Leadership & National Field Director at Centers for Medicare & Medicaid Services

Clinical Assistant Professor, Rutgers Institute for Pharmaceutical Industry Fellowships at Rutgers University

Past
Strategic Operations Group, Office of Strategic Operations & Regulatory Affairs at Centers for Medicare & Medicaid Services
Assistant Professor of Clinical and Administrative Sciences at College of Notre Dame School of Pharmacy
Health Policy Fellow at United States Senate

Education
The Johns Hopkins University
Nova Southeastern University
University of Florida

Recommendations
9 people have recommended John Michael

Connections
500+ connections

Twitter
Follow @djmob

Public Profile
http://www.linkedin.com/in/djmob

Summary
John Michael O’Brien is Senior Advisor, Campaign Leadership & National Field Director at the

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Join LinkedIn Groups

• Interact with individuals who have...
  • Similar interests
  • Attended the same school
  • Professional associations

• Groups to join relevant to you
  • American Public Health Association Group - 27,184 members
    • 11,453 members in Spring 2012
  • Johns Hopkins University Alumni Group - 14,749 members
    • 10,773 members in Spring 2012
  • Johns Hopkins Bloomberg School of Public Health Group - 2,388 members
    • 1,562 members in Spring 2012
  • JHSPH Society of Alumni Group – 976 members
    • 490 members in Spring 2012

• Follow companies
  • John Snow, Inc. (1,251 followers)
  • USAID (11,539 followers)
LinkedIn for career information

Review member profile of your connections!!!

1. Where do they current work?
2. Where did they use to work?
3. How long have they stayed at their jobs (1 year, 3 years, 10 years, etc.)
4. Use LinkedIn Groups Insights Statistics
What are we going to cover?

• How social media impacts networking

• LinkedIn – How to use and where it is heading

• Informational interviewing via email – Proper Etiquette

• Connecting with JHSPH alums
Informational Interviewing

Informational interviewing can be your first step in networking with anyone – Alumni, Faculty, Professional, etc.

What to remember:
1. Not asking for a job
2. Think like a reporter gathering information
3. Representing the school
4. Planting the “seed” for future help
5. People generally like to talk about themselves and usually they are willing to help
Informational Interviewing – How to do it?

1. Start with an email – less intrusive

Subject line: Questions from a current JHSPH student

Email Text: My name is __________ and I came across your information in a search of __________ in the __________. I’m curious to learn more about your career path and about your work at (name of organization). I’m emailing you today to see if it would be possible to find a convenient time in your schedule for an informational interview. I’d only ask for approximately 30 minutes of your time as I’m sure your schedule is quite busy.

If necessary, I can send you more information about me and what I’m currently doing at the Bloomberg School of Public Health. I’m hoping you’ll be able to accommodate this request.

Thanks in advance for your consideration and I look forward to hearing from you soon!

Sincerely,

1. Don’t attach resume.

2. Don’t ask for help in finding a job.
Informational Interviewing – How to do it?

2. Timely follow-up

Possible email reply from alumni/contact:

Thanks for reaching out. It would be helpful to see your resume and I would be happy to speak for 20-30 minutes via phone in the next couple of weeks. My flexible days are Wednesday, Thursday and some Fridays. Have a good weekend!

Your email reply:

Thanks so much for getting back to me. Attached you will find my resume for your review. Please let me know if the following dates and time slots are available to you. My calendar is fairly wide open on the flexible days you mention above.

Look forward to speaking with you soon.

1. Maintain momentum. Reply within 24-48 hours if possible.

2. Be flexible.
3. Confirm and offer to call them

**Email confirming:**

Wednesday Nov 17th at 1 pm would be great for me. I will plan to call you at the number in your contact information below.

Should you need any additional information from me prior to our call, please don’t hesitate to contact me.

1. Confirm with a reminder 24 hours beforehand.
2. Email communication between you and contact is a reflection on how you will be viewed as a potential future employee.
Informational Interviewing – What to ask?

1. How did you get to be where you are at? or What was your career trajectory?

2. What ways do you use your JHSPH training in your current position? Or How did your JHSPH training prepare you?

3. What advice would you give to a student preparing for their transition from school to working?

4. Can you describe your typical day to me?

5. What is it like to work at your organization?
Informational Interviewing – How it helps?

1. Create advocates

2. Influential introductions

3. Personalizes your job search
Informational Interviewing is done – Now what?

1. How do you keep in touch?

2. What if you have a long delay in touching base?

3. Sharing resources
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Johns Hopkins Connect

We're listening.
Having trouble? Don't see what you were looking for? We welcome your input as we continue to make improvements and introduce updates to Johns Hopkins Connect. Tell us what you need and we'll listen.

It's Who You Know
The people you know. The people you want to know. The people you're going to know.

Welcome to Johns Hopkins Connect. Now it's easier to advance your career, set up social events and help Johns Hopkins students and fellow alumni. Go ahead, click the link, and start connecting.

Career Networking
Leads your expertise and contact others in your field.

KnowledgeNET
Access e-books, journals and more.

Feedback
Tell us what you think about Connect.
JHSPH – LinkedIn Groups

Search members
Search for names or keywords to find specific members of this group.

Search
Advanced Search

Groups
Check out insightful statistics on this group

Members (1,816)
Sorted by: most relevant
Showing 1 - 20 of 1,816

- Paul Hutchinson
  Assistant Director, Career Services at Johns Hopkins Bloomberg School of Public Health,
  Baltimore, Maryland Area
  216 followers [View activity]

- Sara A Holte
  Technical officer in maternal, newborn, child health and HIV in developing countries,
  Washington D.C., Metro Area
  468 followers [View activity]

- Reynolds Fleury
  Global Marketing Manager - Oncology at GE Healthcare, Hemel Hempstead, United Kingdom
  508 followers [View activity]

- Reena Sethi
  M&E Advisor at JHPECO, Washington D.C., Metro Area
  128 followers [View activity]

- Lauren Gavin
  Presidential Management Fellow at National Institutes of Health, Washington D.C., Metro Area
  216 followers [View activity]

This week's top influencers

These members have contributed to some of the most active discussions in the group. Why not join the conversation?
JHSPH – LinkedIn Groups (Alumni)
Thanks & Stay Connected to the Career Services Office!!!

Subscribe to the Career Services Office listserv (career-l)
  • Send an email to careers@jhsph.edu and type "subscribe" in the subject line.

Career Services at
http://www.facebook.com/JHSPHCareerServicesOffice

Follow Career Services at
http://twitter.com/JHSPHCareerServ