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LinkedIn groups in higher education - Maximising community benefits for students & alumni in fashion & textiles: Establishing a tool-kit.

Original Citation


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LINKEDIN GROUPS IN HIGHER EDUCATION
MAXIMISING COMMUNITY BENEFITS FOR STUDENTS & ALUMNI IN FASHION & TEXTILES
THE LINKEDIN PROJECT TEAM

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  - Careers Adviser (International), Careers and Employability Service,
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FASHION AND TEXTILES: LINKEDIN ALUMNI GROUP

ABOUT THIS GROUP

This group is a resource for current students, staff, alumni and friends of the Fashion and Textiles subject area at the University of Huddersfield. Please feel welcome to use it to communicate job opportunities, up-and-coming events and to discuss ideas.

MEMBERS

96 members

https://www.linkedin.com/groups/8573557
STARTING POINTS:
BA (HONS) FASHION TEXTILES BUYING MANAGEMENT: GRADUATE HIGHLIGHTS & ROLE MODELS
DATA CAPTURED FROM 2014 T&L FUNDED PROJECT;
http://eprints.hud.ac.uk/19519/ Conlon, J. (2014)
WHY LINKEDIN FOR FASHION & TEXTILES AT HUDDERSFIELD?

- 3 areas of focus in building a Fashion & Textiles LinkedIn community:
  - Develop a professional identity and make and maintain contacts
  - Discover new opportunities
  - (...and be discovered – we all look up people online!)
  - Learn and share – news, inspiration and insights
Social media offers connectivity and empowerment

Linked in – possibly not the obvious – go to / favoured social platform for young professionals – yet!

Barriers are education – “business”, “professional” – i.e. not very appealing initially to creatives, encourage links to blog or e-portfolio

Plus: “… but don’t I need to have a job first?”
- Ensure that embedded skills development (from the module LO’s) are made apparent,

Significant and on-going time investment needed coupled with overcoming the fear of putting yourself out there through confidence in attributes / abilities (LinkedIn measures “profile strength” from 0-100%)

Challenge is to make our alumni network accessible, easy and attractive
AN INTRODUCTION TO LINKEDIN

- Introduction then hands-on introduction to LinkedIn
- Developing a good LinkedIn profile – start term 1 / year 1
- Researching Companies
- Developing your networks – the alumni tool
- Finding jobs and internships – LinkedIn jobs
BUILDING A NETWORK OF CONNECTIONS

- Part of 100% profile is **50 connections** i.e. without 50 not on the radar
- LinkedIn’s algorithms and data mining make it easier
  - People on your course
  - Other people you may know
  - Import contacts
- **Groups** - a great way to find interests and connections
- Activity needed – 1 post week minimum
  - Next project stage establish a schedule of alumni guest posts
- Conversations v posts
  - News, reports, events
  - Start with a question – needs a hook to start conversation or is just a repository
  - Next project stage – recognising barriers to posting and participation
- Jobs
Great way to make contact with external contacts
  - Guest lecturers invited to join and post (not a closed group), students then likely to ask follow up questions

Recruiters using social media to draw up short-lists – important to recognise this and to showcase your work with links to e-portfolio or blog or website

Opportunity to be found – LinkedIn forwards relevant jobs to you

Can use LinkedIn profile to directly import CV onto job websites

Peer learning appreciated:
  - Demo how others are linking it to their e-portfolio or blog
  - Demo how others used it for primary research contacts
  - Share success stories

Needed to remind students to change settings to get notification updates – otherwise “get’s lost”
GETTING STARTED - LINKEDIN HELP

- LinkedIn Series from University of Leeds Careers Centre, a series of short screencasts outlining the various ways you can use LinkedIn and tips to get the most out of it. [https://www.youtube.com/playlist?list=PLUL_vjKVCUyDNsOQExaFwXovXkx3izBUn](https://www.youtube.com/playlist?list=PLUL_vjKVCUyDNsOQExaFwXovXkx3izBUn)

- Lots of guides and help available online
- Plus for students:
  - [https://students.linkedin.com/](https://students.linkedin.com/)
QUESTIONS?

Image source: https://www.entrepreneur.com/article/226637


