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LinkedIn Groups: Building a community to create real connections to benefit students and alumni in Fashion and Textiles

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LINKEDIN GROUPS:
BUILDING A COMMUNITY TO CREATE REAL CONNECTIONS
TO BENEFIT STUDENTS AND ALUMNI IN FASHION AND TEXTILES
AGENDA

Introduction

Getting Started

Discover

Participate
INTRODUCTIONS: PROJECT TEAM

Jo Conlon
Senior Lecturer at University of Huddersfield
University of Huddersfield • Institute of Science and Technology
Huddersfield, United Kingdom • 500+  

Palveshah Ashru
Merchandising Admin Assistant/Stock Allocator at Bonmarche
Bonmarche • The University of Huddersf...
Bradford, United Kingdom • 75  

Andrew Taylor
Senior Lecturer at University of Huddersfield
University of Huddersfield. School of Art, Design & Architecture • The University of Huddersf...
Huddersfield, United Kingdom • 324+  

Laura Bird
Careers Adviser (Team Leader) at University of Huddersfield
University of Huddersfield • The University of Huddersf...
Huddersfield, West Yorkshire, United Kingdom • 486  

POWER OF NEAR PEER ROLE MODELS

Graduate Success Stories

Kate Jackson
Buyer – Next
Graduated 2007

Leighana Auxilly
Head of Brands – F&F
Graduated 2010

Alison Steel
Buyers Admin at ASOS.com
Graduated 2012
INSPIRING UNDERGRADUATES & VISITORS TO THE COURSE WITH WALL MOUNTED ALUMNI PROFILES IN F&T BUYING STUDIO: 2015
STARTING POINTS:
CONNECTING WITH & PROMOTING OUR HIGH PROFILE GRADUATES

Jordan Coventry • 1st
Junior Buyer - Formal Shirts at Topman
Topman • The University of Huddersfield
London, United Kingdom • 238 σ

Kate Jackson • 1st
Buyer - Kurt Geiger
University of Huddersfield
United Kingdom

Jennifer Smith • 1st
Buying Assistant David Jones, Sydney Australia
David Jones • The University of Huddersfield
Sydney, Australia • 500+ σ

Eman Bari • 1st
Head of Fashion and Textile Buying Management
The University of Huddersfield

Carina Harrison • 1st
Brand Manager at Global Brands Group
Global Brands Group (A member of the Fung Group) • The University of Huddersfield
Greater New York City Area • 431 σ

Alison Steel • 1st
Buyer at Zalando SE
Zalando SE • The University of Huddersfield
Berlin, Germany • 270 σ

Monika Januszkiewicz • 1st
Authors of 3D Body Scanning (3DBS) Data Presentation and Services Interaction
University of Manchester
LINKEDIN - FIRST YEAR YEAR 2016/17 PROFILES & YEAR 2 PLM INDUSTRY COLLABORATION PROJECTS & INDUSTRY SPEAKERS

Remy Martin - 1st
Fashion and Textile Buying Management Student at The University of Huddersfield
The Plough - The University of Huddersfield
Huddersfield, United Kingdom • 144 connections

Student currently looking for summer experience in the fashion industry.

Through out my first year of University I have gained many skills which include the ability to use softwares such as Adobe Bridge, Adobe InDesign and Flex PLM, as well as this I have gained valuable understanding and knowledge of Marketing and the fashion industry. I have a blog of which I document my learning processes this shows the improvement in my skills and both an insight into my personality and degree.

Amber Darby-Lunn - 1st
Student at The University of Huddersfield
JD Sports Fashion plc - The University of Huddersfield
Wakefield, United Kingdom • 500 connections

Experienced retail associate with a demonstrated history of working in the retail industry. Skilled in Trend Analysis, Customer Service, Sales, Retail, and Communication. Strong sales professional with a fashion and textile buying management focused on fashion buying from The University of Huddersfield.

Laura Day - 1st
Fashion Buying Student at The University of Huddersfield
The University of Huddersfield • The University of Huddersfield
Huddersfield, United Kingdom • 330 connections

I am a first year student at The University of Huddersfield studying Fashion and Textile Buying Management.

I previously worked part time at TK Maxx as a sales associate. In this role I have gained valuable skills in merchandising, customer service from working on fitting rooms and till. I have learnt skills that will help me progress in the future as a fashion buyer.

I have worked for a variety of retail establishments TK Maxx, Clinton Cards and Central England Co-operative over the past 1.5 years, gaining valuable experience and skills.

I am working towards gaining further experience and knowledge in retail, buying, merchandising and marketing for my chosen career in fashion buying.

I elected myself to be a part of the student panel as a tutor representative for my course. Within this role I attend meetings with other students, staff and panel members at the university. I also put forward any changes, considerations and complaints to be made aware to university staff for the problems and issues to be resolved. This role is important for myself and for the university, I have learnt valuable skills from this role, for my time at university and more importantly my future in my fashion career.

I work as a student ambassador for University of Huddersfield, gaining skills in promotion, communication, public speaking, presentation skills and interpersonal skills.
Introduction then hands-on introduction to LinkedIn
Developing a good LinkedIn profile – start term 1 / year 1
Profile – Research – Network
Researching Companies – importance of commercial awareness
Developing your networks – the alumni tool
Finding jobs and internships – LinkedIn jobs
Shared resources from the Careers Service
http://www.pearltrees.com/employableme/linkedin/id18132003#l140
Get in touch with your link Careers Adviser for support
The share of graduates who are previous interns is now 36% on average, up from 31% in 2015
(AGR Annual Survey 2016)
HOW DID YOU FIND YOUR LAST JOB?

- Job advert on company website: 9%
- Job advert on a general vacancy site (e.g., Monster, TotalJobs, etc.): 16%
- Job advert on a specialist vacancy site (e.g., jobs.ac.uk, PersonnelToday, Marketing Week, etc.): 6%
- Through a recruitment agency: 7%
- Internal job within my organisation: 42%
- Speculative application to a company (no job advertised): 5%
- Through your personal or professional network (friends, family, colleagues, etc.): 8%
- Through online social networks (LinkedIn, Twitter, etc.): 3%
- Head-hunted by an organisation: 4%

Data from Enhance Your Career and Employability Skills MOOC July 2014, The Careers Group, University of London. 5080 respondents.
<table>
<thead>
<tr>
<th>Where they live</th>
<th>Where they work</th>
<th>What they do</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>The University of Huddersfield</td>
<td>Operations</td>
</tr>
<tr>
<td>Huddersfield, United Kingdom</td>
<td>NHS</td>
<td>Education</td>
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<tr>
<td>Leeds, United Kingdom</td>
<td>Lloyds Banking Group</td>
<td>Business Development</td>
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<td>Wakefield, United Kingdom</td>
<td>Kirklees Council</td>
<td>Sales</td>
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<tr>
<td>Sheffield, United Kingdom</td>
<td>Asda</td>
<td>Arts and Design</td>
</tr>
<tr>
<td>Bradford, United Kingdom</td>
<td>University of Leeds</td>
<td>Information Technology</td>
</tr>
</tbody>
</table>

58,308 alumni
HOW LINKEDIN CAN HELP WITH GRADUATE OUTCOMES DATA

- The way graduate destination statistics (previously DLHE) are to be collected is changing.
- Survey point will move from 6 months to 15 months
- 2016/17 graduates are the last cohort to be surveyed under existing model.
- Institutions responsible for providing contact details of graduates to HESA for new survey.
- HESA currently putting together survey specification and are minded to provide the option of allowing providers to return a LinkedIn profile address.
- This data is a key metric for the TEF

https://www.hesa.ac.uk/blog/31-08-2017/defining-graduate-outcomes
DISCOVER – HOW & WHY TO JUMP IN

- Social media plays a big role in establishing your presence in the industry
- Not appealing to creatives but encourages new means of displaying work
- “… but don’t I need to have a job first?”
- Overcoming the fear of putting yourself out there

[Links to articles and resources]
The Fashion and Textiles Collective is a collaborative cross pollination networking resource for Department of Fashion of Textiles at University of Huddersfield.

This collective welcomes and includes all UG, PG students, graduates, alumni and associates in the transdisciplinary Fashion and Textiles subject areas. You are welcome and we encourage you to reach out and actively pollinate this network; communicate job opportunities, write trigger articles, share up-and-coming events and make a collective connected future.
DISCOVER – NEW CONVERSATIONS AND OPPORTUNITIES

- Just one post a week keeps the group relevant
- Conversations vs Information
  - News, reports, events within the industry
  - Questions or advice to offer a starting point for a discussion
- Jobs & Opportunities
STUDENT FEEDBACK SO FAR...FIRST YEAR YEAR 2016/17 TERM 1 !!

REFLECTIVE REPORTS

Remy Martin • 1st
Fashion and Textile Buying Management Student at The University of Huddersfield
The Plough • The University of Huddersfield
Huddersfield, United Kingdom • 144

Amber Darby-Lunn • 1st
Fashion and Textile Buying Management Student at The University of Huddersfield
The Plough • The University of Huddersfield
Huddersfield, United Kingdom • 144

Laura Day • 1st
Fashion and Textile Buying Management Student at The University of Huddersfield
The Plough • The University of Huddersfield
Huddersfield, United Kingdom • 144

LinkedIn

During the first few weeks on the course I realised the importance of having a LinkedIn profile and regularly keeping it up to date. I created a LinkedIn profile after attending a workshop on LinkedIn. I found this workshop very useful at the fact I was able to understand what LinkedIn is, how it works and the importance of adding all information to it. I added my education, hobbies and skills to my profile along with previous work experience. I have then kept on top of my profile since and continuously added skills I have learnt along the way these include PLM, Adobe Bridge, and Adobe InDesign. My profile is still in working progress, each day I am gathering more connections as well as regularly updating my skills. These are both very useful for my future career especially when looking for a placement. In future I, will continue to update my profile regularly as well as expanding my profile with background images and as I go on add more depth to my summary about myself.

I found LinkedIn useful for this project as I am now following certain companies such as the Trend Bible, River Island, WGSN and Boxx Avenue. By following these companies you can assess various reports, fashion photographs and other information that they wish to share. By doing so I can use these reports or images to bring forward into my trend board as some of them show their new collections of what’s in store but also what they are planning to hold. Below shows a post from Boxx Avenue on the new job opportunities events that they are holding.

What I’ve learnt

From using LinkedIn, I have learnt that it’s an efficient way of connecting with qualified and skilled people who are in the industry, where I can gain valuable connections and guidance for my placement year and for my future in the fashion industry. Since using LinkedIn I have formally messaged Mark Harrop CEO of Which PLM and connected with buyers from the fashion industry. I feel I have gained a better way of formally communicating to professionals which I know I will need this skill for my future and to find a placement.

Reasons

The reasons I have created a LinkedIn account is so I can connect with professionals in the industry and to create an online social media CV for my future career and for my placement year, this is a more professional way of applying for jobs and connecting with larger buyer companies.
STUDENT FEEDBACK …SO FAR

- Great way to make connections with external contacts
- Recruiters use social media to draw up short-lists
- Opportunities to be found as well as inspiration for work
- Can use LinkedIn profile to directly import CV onto job websites
- Needed to remind students to change settings to get notification updates

https://www.linkedin.com/in/palveshahashruff/

https://www.linkedin.com/pulse/looking-fashion-textiles-contacts-interest-water-lewis-lane/
2017-18: NEXT STEPS

- **Participate**
  - Student champions

- **Identify**
  - Themes

- **Curate**
  - Weekly update

- **Integrate**
  - Highlight skills / module

- **Promote**
  - Build broader membership
LinkedIn Fashion and Textiles Collective Membership Growth - Year 1

- Other
- Alumni
- Students
- Staff
REFERENCES