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

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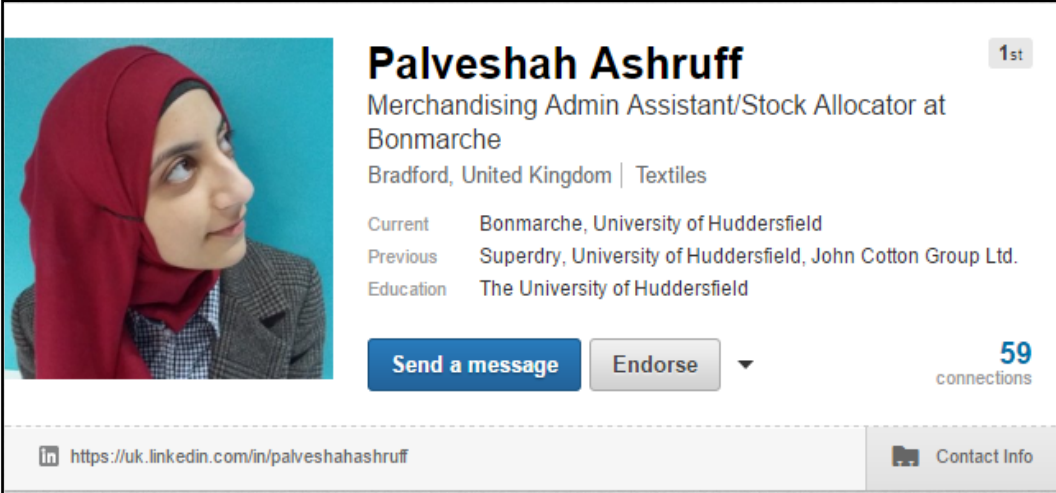
LINKEDIN GROUPS IN HIGHER EDUCATION

MAXIMISING COMMUNITY BENEFITS FOR STUDENTS & ALUMNI IN FASHION & TEXTILES



THE LINKEDIN PROJECT TEAM

- **Jo Conlon:**
 - Senior Lecturer, Fashion & Textiles.ADA, University of Huddersfield
- **Andrew Taylor:**
 - Senior Lecturer, Fashion & Textiles.ADA, University of Huddersfield
- **Palveshah Ashruff:**
 - BA (Hons) Fashion Buying Management UG student currently on placement at *Bonmarche*
- **Laura Bird:**
 - Careers Adviser (International), Careers and Employability Service, University of Huddersfield



The image shows a screenshot of a LinkedIn profile for Palveshah Ashruff. On the left is a profile picture of a woman wearing a red hijab and a grey blazer. To the right of the photo, the name 'Palveshah Ashruff' is displayed in bold, with a '1st' badge. Below the name, the current position is listed as 'Merchandising Admin Assistant/Stock Allocator at Bonmarche' in Bradford, United Kingdom, within the Textiles industry. The profile lists three work experiences: 'Current' at Bonmarche, University of Huddersfield; 'Previous' at Superdry, University of Huddersfield, and John Cotton Group Ltd.; and 'Education' at The University of Huddersfield. At the bottom of the profile section, there are buttons for 'Send a message' and 'Endorse', and a '59 connections' indicator. The URL 'https://uk.linkedin.com/in/palveshahashruff' is visible at the bottom left, and a 'Contact Info' button is at the bottom right.

FASHION AND TEXTILES: LINKEDIN ALUMNI GROUP

The screenshot shows the LinkedIn group page for "Fashion and Textiles at Huddersfield". The page header includes the LinkedIn logo, a search bar, and navigation links. The group name "Fashion and Textiles at Huddersfield" is displayed with a profile picture and "96 members". Below this, there are "Manage" and "Member" buttons. The main content area is divided into two columns. The left column, titled "MEMBERS LIST", contains a search bar and a list of members with their names and titles: Cheryl Gregory (Founder and Director at The Fashion Student Hub™ and We Teach Fashi...), Mark Harrop (CEO at WhichPLM & WhichERP), Kate Lingard (Fashion & Textile Buying Student), Chloe Egley (Final year student studying Fashion and Textile Buying Management), Melanie Coote (Fashion Recruitment Consultant at People Marketing Fashion Recruitment), Courtney Broadbent (Student at The University of Huddersfield), and Lydia Hare (Social Media & Blogger Outreach Intern at AX Paris). The right column, titled "ABOUT THIS GROUP", contains a description: "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." Below the description is a "MEMBERS" section with a row of 96 member profile pictures and an "Invite others" button. At the bottom of the right column, there is an "Ads You May Be Interested In" section with three advertisements: "Become a \$100M Company", "Creative marketing agency", and "Venture Capital database".

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



Invite others

<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)



Jordan Coventry

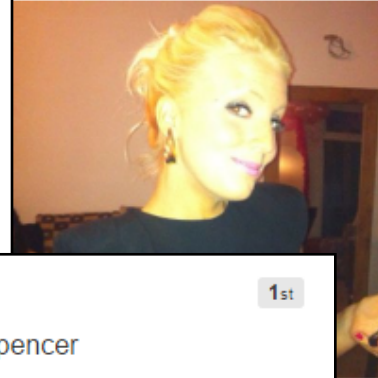
1st

Assistant Buyer at Topman

London, United Kingdom | Apparel & Fashion

Previous F&F Clothing, Tesco, Selfridges

Education The University of Huddersfield



Kate Jackson

1st

Buyer - Kurt Geiger

London, Greater London, United Kingdom | Retail

Current Kurt Geiger

Previous Next Group PLC

Education The University of Huddersfield

Send a message

Endorse

500+
connections



Amy Beresford

1st

Graduate Buyer at Marks and Spencer

York, United Kingdom | Retail

Previous TOPSHOP TOPMAN, Debenhams, Marks and Spencer

Education The University of Huddersfield

Send a message

Endorse



Lauren Mason

1st

Apparel Development Manager

Sheffield, United Kingdom | Retail

Current GO Outdoors LTD

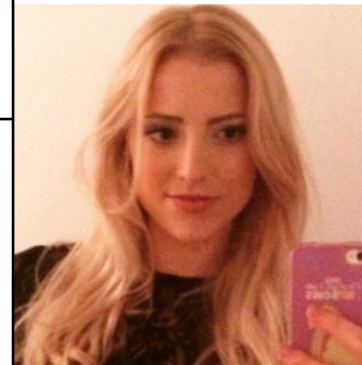
Previous Planet X, Mamas & Papas, BonMarche

Education The University of Huddersfield

Send a message

Endorse

500+
connections



Roxy Brewis

1st

Junior Buyer at Missguided Ltd

Manchester, United Kingdom | Apparel & Fashion

Current Missguided

Previous Missguided Ltd, Joe Browns, Diesel

Education The University of Huddersfield

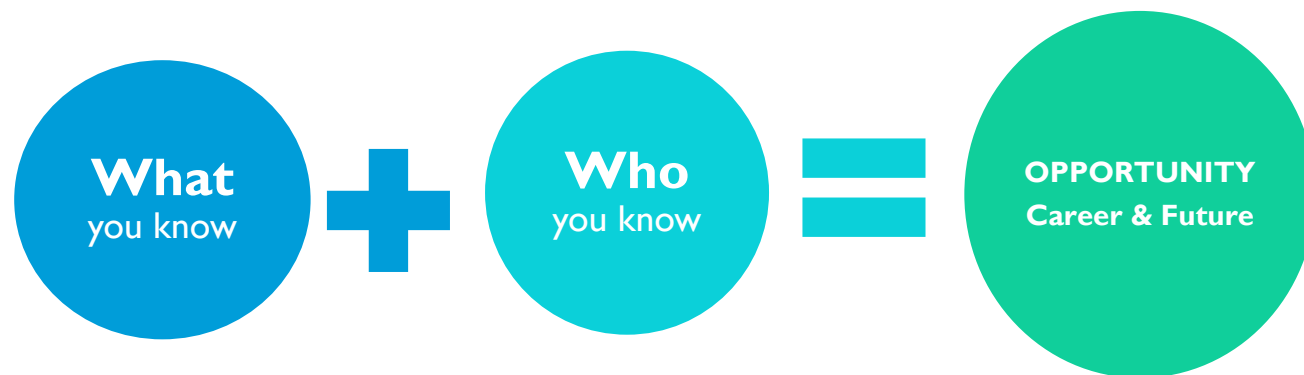
Send a message

Endorse

500+
connections

WHY LINKEDIN FOR FASHION & TEXTILES AT HUDDERSFIELD ?

- 3 areas of focus in building a Fashion & Textiles Linked-in 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



The screenshot shows the LinkedIn group page for 'Fashion and Textiles at Huddersfield', which has 96 members. The page includes a 'MEMBERS LIST' section with tabs for 'Members', 'Pending', and 'Admins'. A profile card for Melanie Coote is highlighted, showing her as a Fashion Recruitment Consultant at People Marketing Fashion Recruitment, a group member since 12/15/2016, and joined via Andrew Taylor. Her profile details include: Industry: Apparel & Fashion; Region: Nottingham, United Kingdom; Skills: Trend Analysis, Merchandising, Fashion Buying, and 10 other skills; Groups: University of Huddersfield Alumni Society, Manchester Metropolitan University Alumni, LUXURYRECRUIT for Fashion & Luxury Professionals, and 7 other groups. Below the profile card, a list of other members is visible, including Courtney Broadbent (Student at The University of Huddersfield) and Lydia Hare (Social Media & Blogger Outreach Intern at AX Paris).

LINKEDIN: STUDENTS' VIEW

- 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



LinkedIn

Building a Great Student Profile

- 1** Write an informative profile headline.
Your headline is a short, memorable professional slogan. For example, "Honors student seeking marketing position." Check out the profiles of students and recent alumni you admire for ideas.
- 2** Pick an appropriate photo.
- 3** Show off your education.



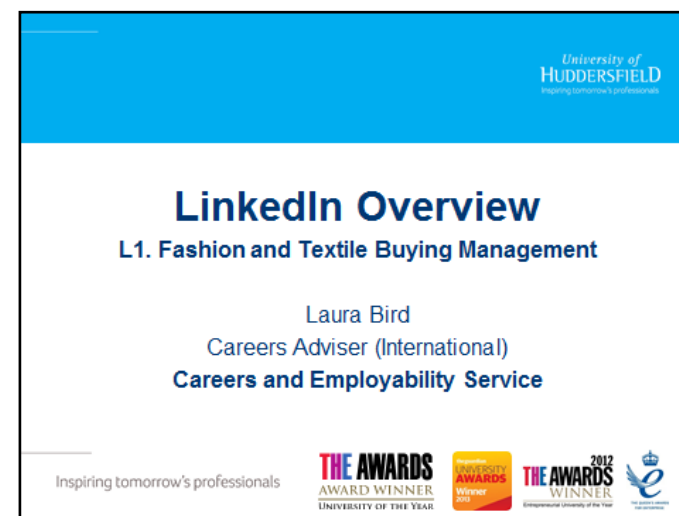
University of HUDDERSFIELD
Inspiring tomorrow's professionals

LinkedIn Lab (Beginners)

Laura Bird
Careers Adviser (International)
Careers and Employability Service

Inspiring tomorrow's professionals

THE AWARDS AWARD WINNER UNIVERSITY OF THE YEAR
UNIVERSITY AWARDS Winner 2012
THE AWARDS 2012 WINNER Entrepreneurial University of the Year



University of HUDDERSFIELD
Inspiring tomorrow's professionals

LinkedIn Overview

L1. Fashion and Textile Buying Management

Laura Bird
Careers Adviser (International)
Careers and Employability Service

Inspiring tomorrow's professionals

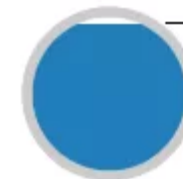
THE AWARDS AWARD WINNER UNIVERSITY OF THE YEAR
UNIVERSITY AWARDS Winner 2012
THE AWARDS 2012 WINNER Entrepreneurial University of the Year

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



Profile Strength



All-Star

CONVERSATIONS AND JOBS

- 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

Fashion in a post Brexit 2017

It is important to consider the implications of a hard or soft Brexit for the future of our industry. Read more from BoF here:

<https://www.businessoffashion.com/articles/intelligence/brexit-fashion-2017-british-break-up>



The Great British Break-Up: How Brexit Will Impact Fashion in 2017

After six months of uncertainty, BoF examines the challenges facing fashion as the UK government carves out a Brexit strategy.

Like Comment | 2



Aysha Ghaus

Fashion and Textile Buying Management Graduate - National Account E...

... 1mo

Final year

Hi everyone in final year, I hope its going well! I know this time of year is really tough but you will get through it! Time will fly between now and summer so make the most of it. For those of you who are stressing about finding jobs I would say give everything you've got to your assignments and don't panic about finding a job if you've not already secured something - There's plenty of time for that once you hand in your Final Major Project. If you're confused about what you want to get into once you're finished I would say don't limit your options and look for something that you'll enjoy! Good luck with everything :) Jo Conlon Show less

Unlike Comment | You + 3 4










STUDENT FEEDBACK ...SO FAR

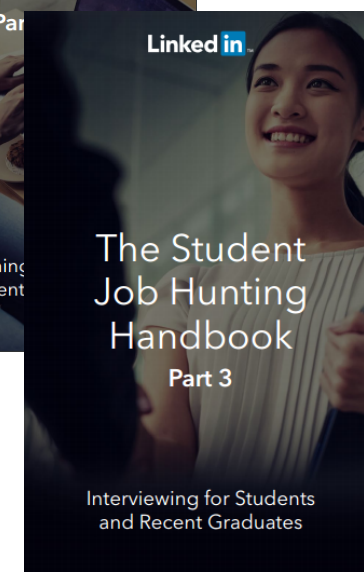
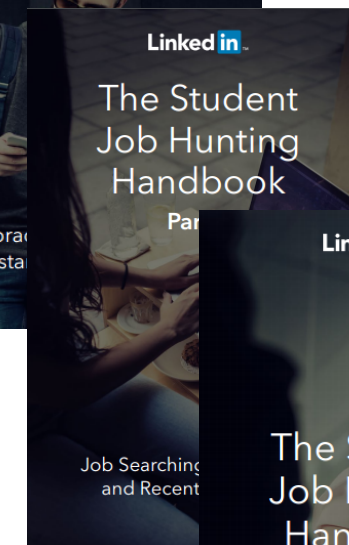
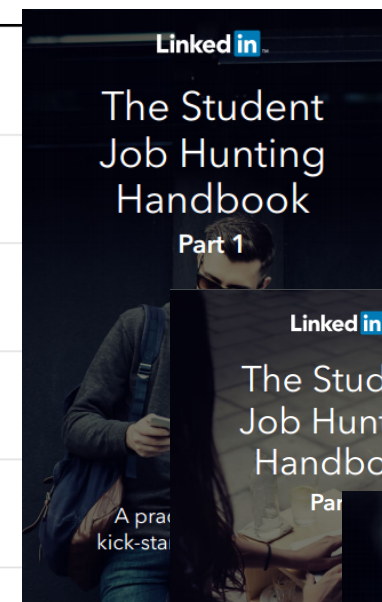
- Great way to make contact with external contacts
 - Guest lecturers invited to join and post (not a closed group), students then likely to ask follow up questions
- Recruiters using social media to draw up short-lists – important to recognise this and to showcase your work with links to e-portfolio 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_v_iKVCUyDNsOQExaFwXovXlkx3izBUn
- Lots of guides and help available online
- Plus for students:
<https://students.linkedin.com/>

1		LinkedIn 1: How to complete your profile by University of Leeds Careers Centre
2		LinkedIn 2: Boost your profile by University of Leeds Careers Centre
3		LinkedIn 3: Profile settings by University of Leeds Careers Centre
4		LinkedIn 4: Research career ideas and options by University of Leeds Careers Centre
5		LinkedIn 5: Research & identify potential employers by University of Leeds Careers Centre
6		LinkedIn 6: Groups for research and networking by University of Leeds Careers Centre
7		LinkedIn 7: How LinkedIn can help your commercial awareness by University of Leeds Careers Centre
8		LinkedIn 8: How to find jobs on LinkedIn by University of Leeds Careers Centre
9		LinkedIn 9: Reveal full profiles of 3rd degree connections by University of Leeds Careers Centre



QUESTIONS?



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

ACADEMIC REFERENCES

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