University of Huddersfield Repository

Conlon, Jo, Taylor, Andrew, Ashruff, Palveshah and Bird, Laura

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

Original Citation

Conlon, Jo, Taylor, Andrew, Ashruff, Palveshah and Bird, Laura (2017) LinkedIn Groups: Building a community to create real connections to benefit students and alumni in Fashion and Textiles. In: University of Huddersfield Teaching and Learning Conference 2017, 13 September 2017, University of Huddersfield. (Unpublished)

This version is available at http://eprints.hud.ac.uk/id/eprint/33499/

The University Repository is a digital collection of the research output of the University, available on Open Access. Copyright and Moral Rights for the items on this site are retained by the individual author and/or other copyright owners. Users may access full items free of charge; copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational or not-for-profit purposes without prior permission or charge, provided:

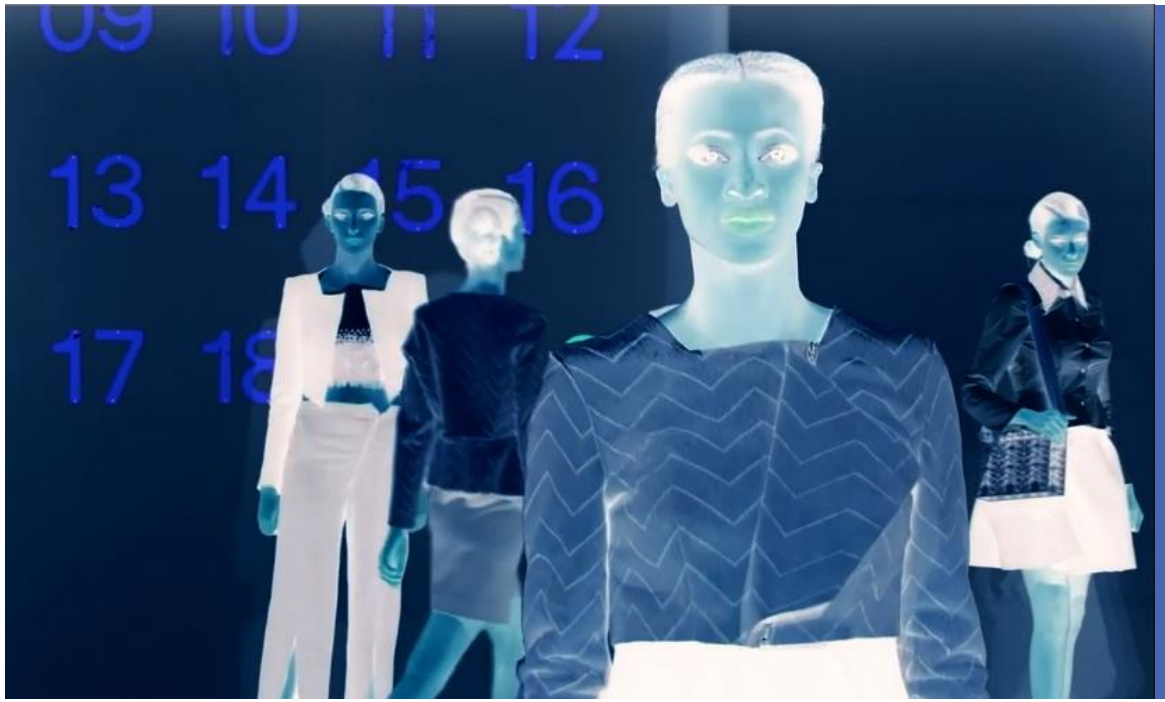
- The authors, title and full bibliographic details is credited in any copy;
- A hyperlink and/or URL is included for the original metadata page; and
- The content is not changed in any way.

For more information, including our policy and submission procedure, please contact the Repository Team at: E.mailbox@hud.ac.uk.

http://eprints.hud.ac.uk/

LINKEDIN GROUPS :

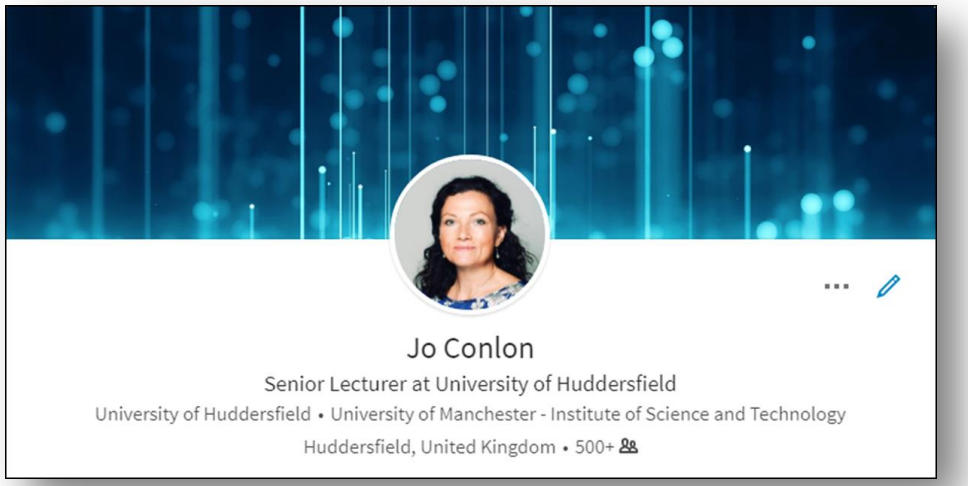
BUILDING A COMMUNITY TO CREATE REAL CONNECTIONS TO BENEFIT STUDENTS AND ALUMNI IN FASHION AND TEXTILES

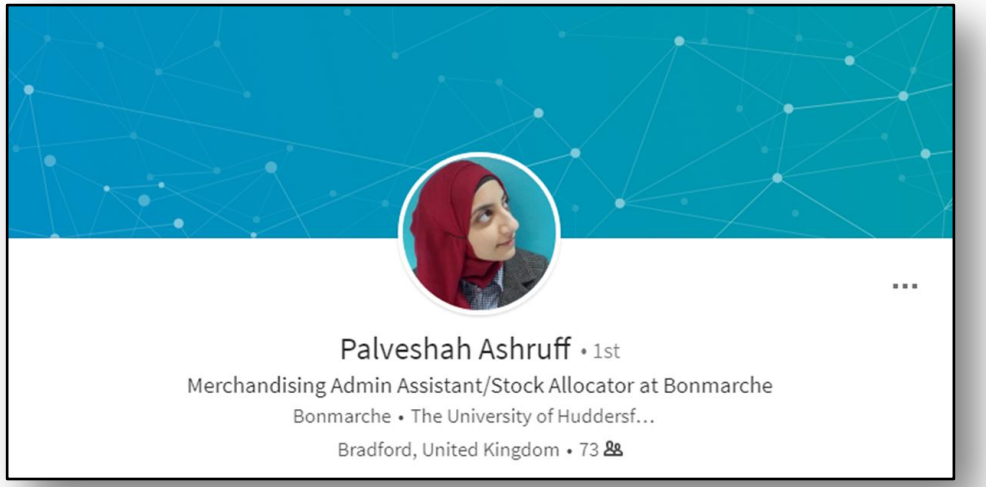


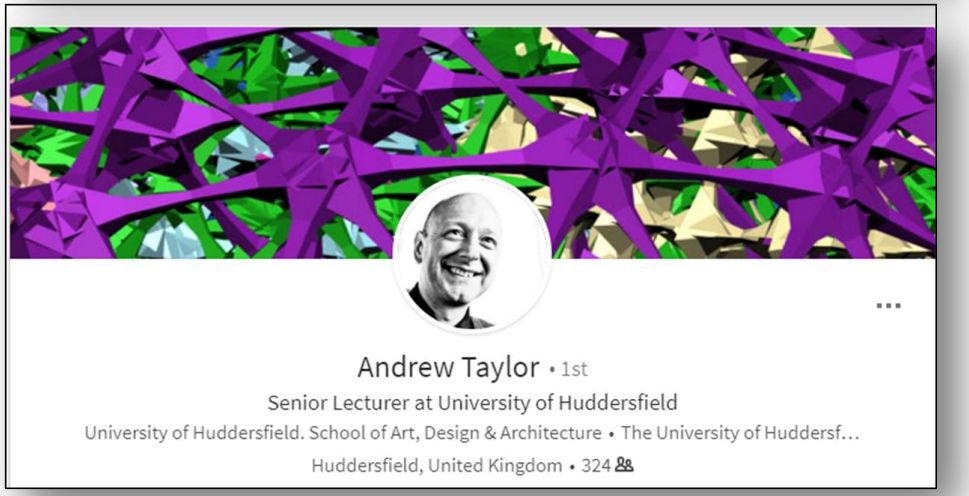
AGENDA

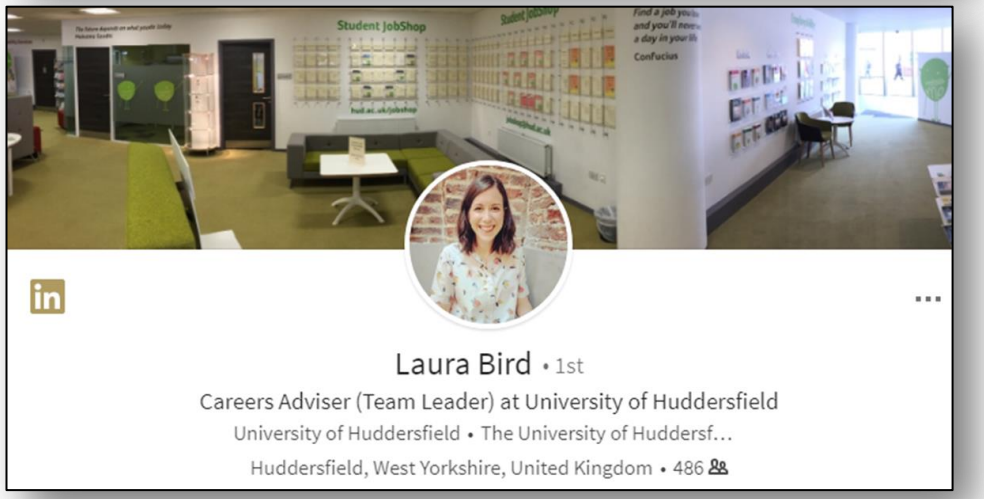
- Introduction
- Getting Started
- Discover
- Participate

INTRODUCTIONS: PROJECT TEAM









Conlon, Jo (2014) Graduate Career Pathways: case studies to inspire undergraduate career development planning. http://eprints.hud.ac.uk/id/eprint/19519/

POWER OF NEAR PEER ROLE MODELS

Graduate Success Stories

Kate Jackson
Buyer – Next
Graduated 2007

next

Graduate Success Stories

Alison Steel
Buyers Admin at ASOS.com
Graduated 2012

asos
discover fashion online

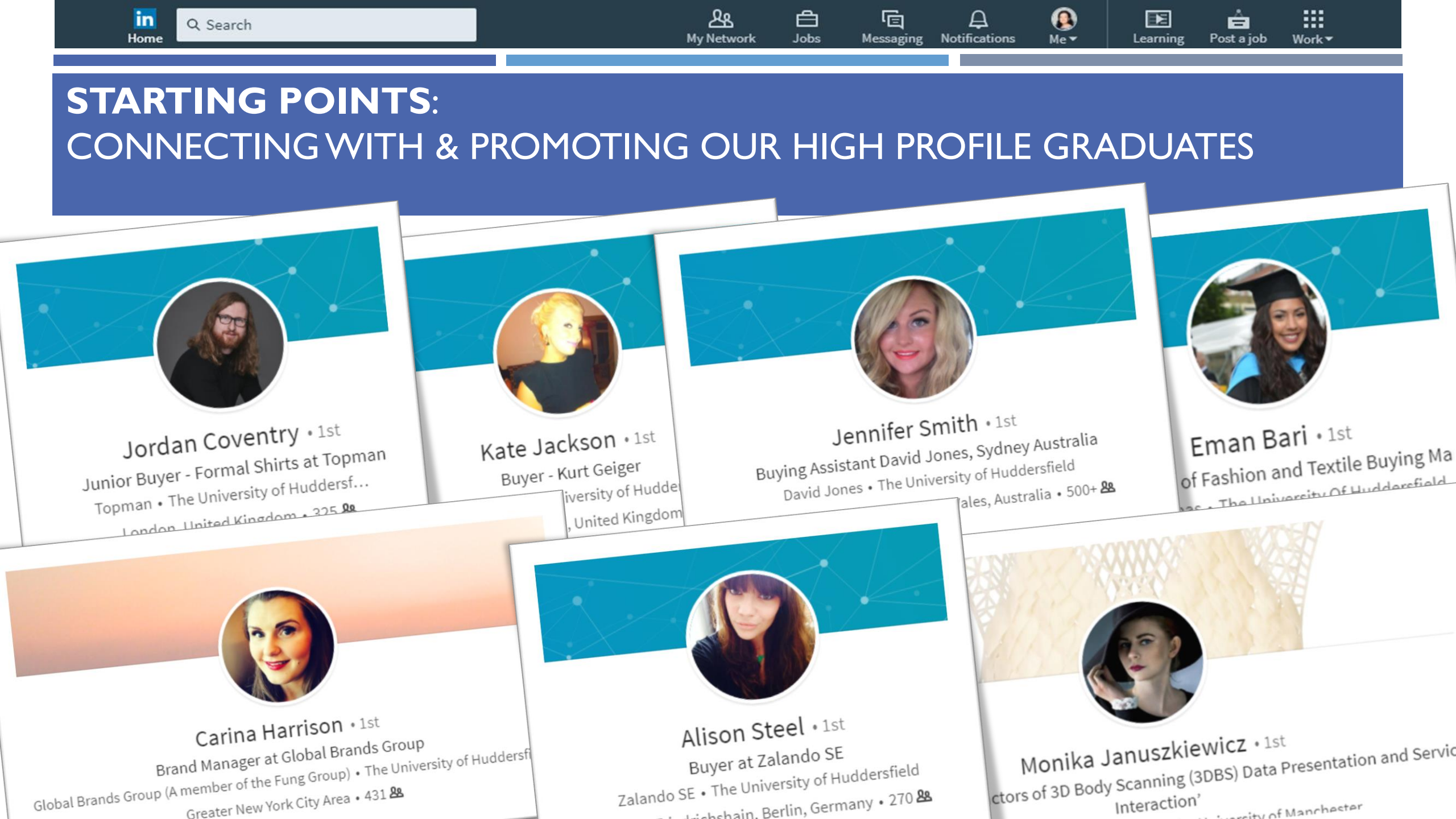
raduate Success Storie

Leighana Auxilly
Head of Brands – F&F
Graduated 2010

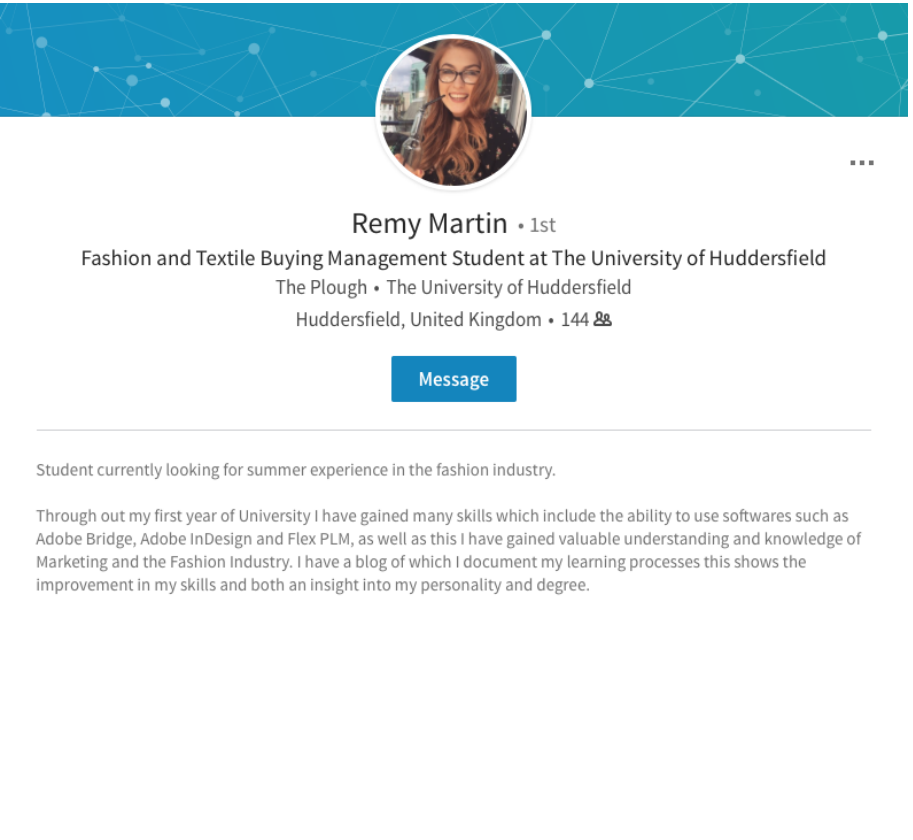
F&F

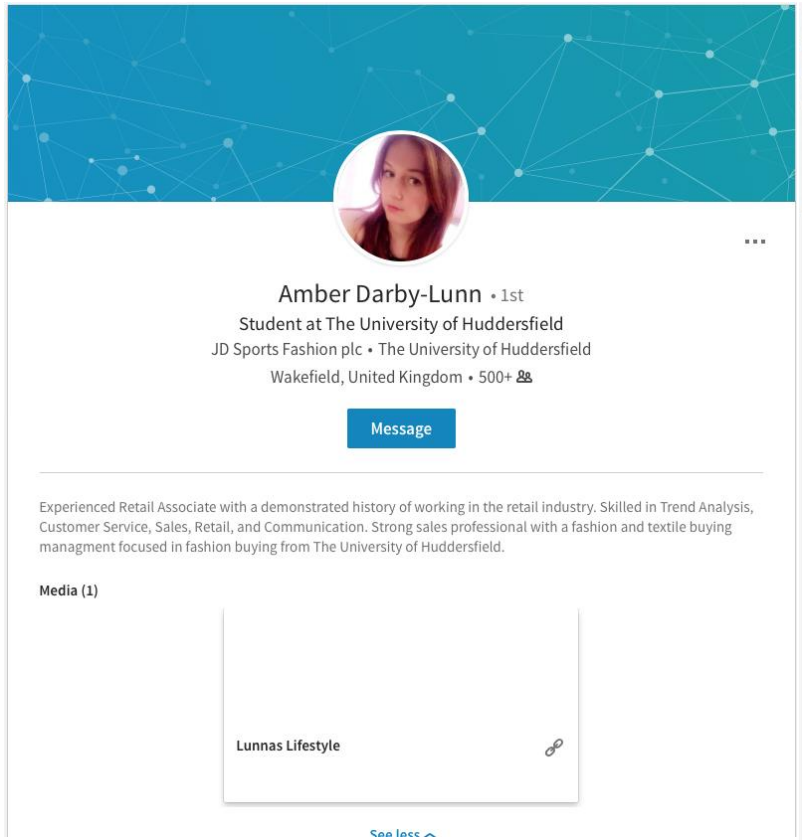
INSPIRING UNDERGRADUATES & VISITORS TO THE COURSE WITH WALL MOUNTED ALUMNI PROFILES IN F&T BUYING STUDIO: 2015

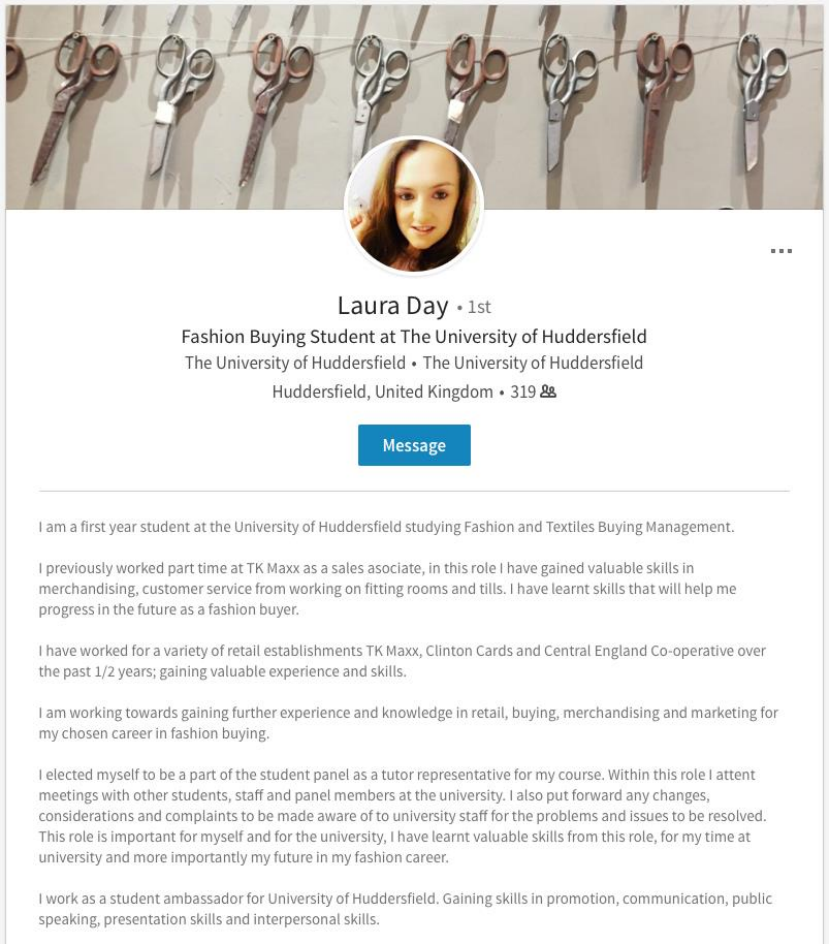
STARTING POINTS:
CONNECTING WITH & PROMOTING OUR HIGH PROFILE GRADUATES



LINKEDIN - FIRST YEAR YEAR 2016/17 PROFILES & YEAR 2 PLM INDUSTRY COLLABORATION PROJECTS & INDUSTRY SPEAKERS

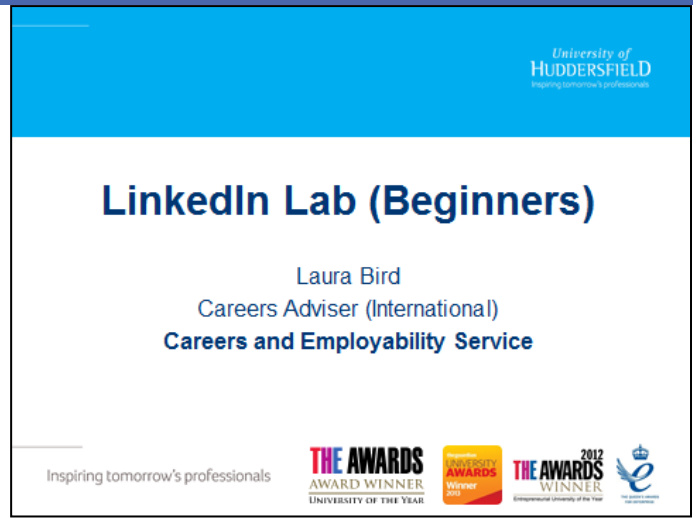


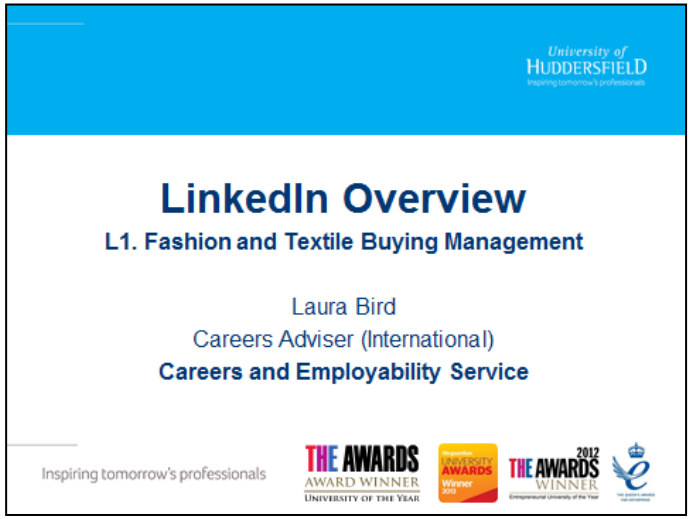




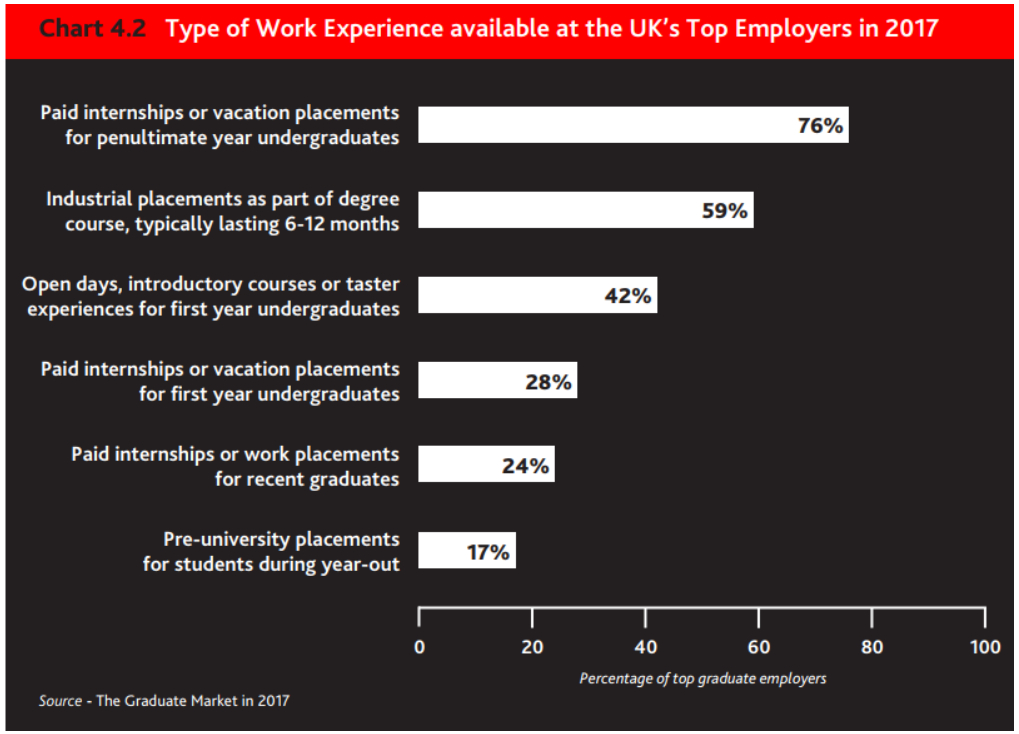
LINKEDIN LAB

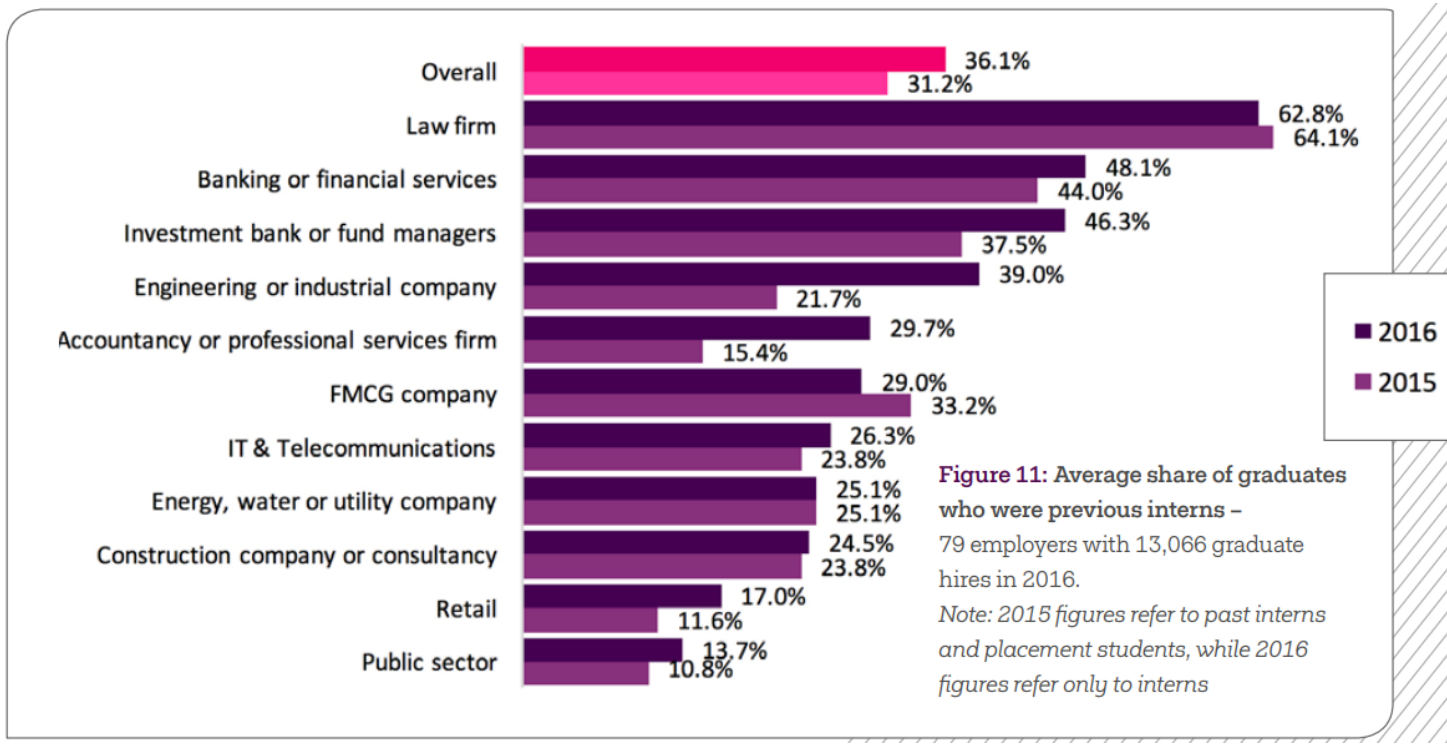
- Introduction **then hands-on** introduction to LinkedIn
- Developing a good LinkedIn profile – **start term 1 / year 1**
- Profile – Research – Network
- Researching Companies – importance of commercial awareness
- Developing your networks –the alumni tool
- Finding jobs and internships –LinkedIn jobs
- Shared resources from the Careers Service http://www.pearltrees.com/employableme/linkedin/id18132003#l140
- Get in touch with your link Careers Adviser for support





WHY START WITH FIRST YEARS?

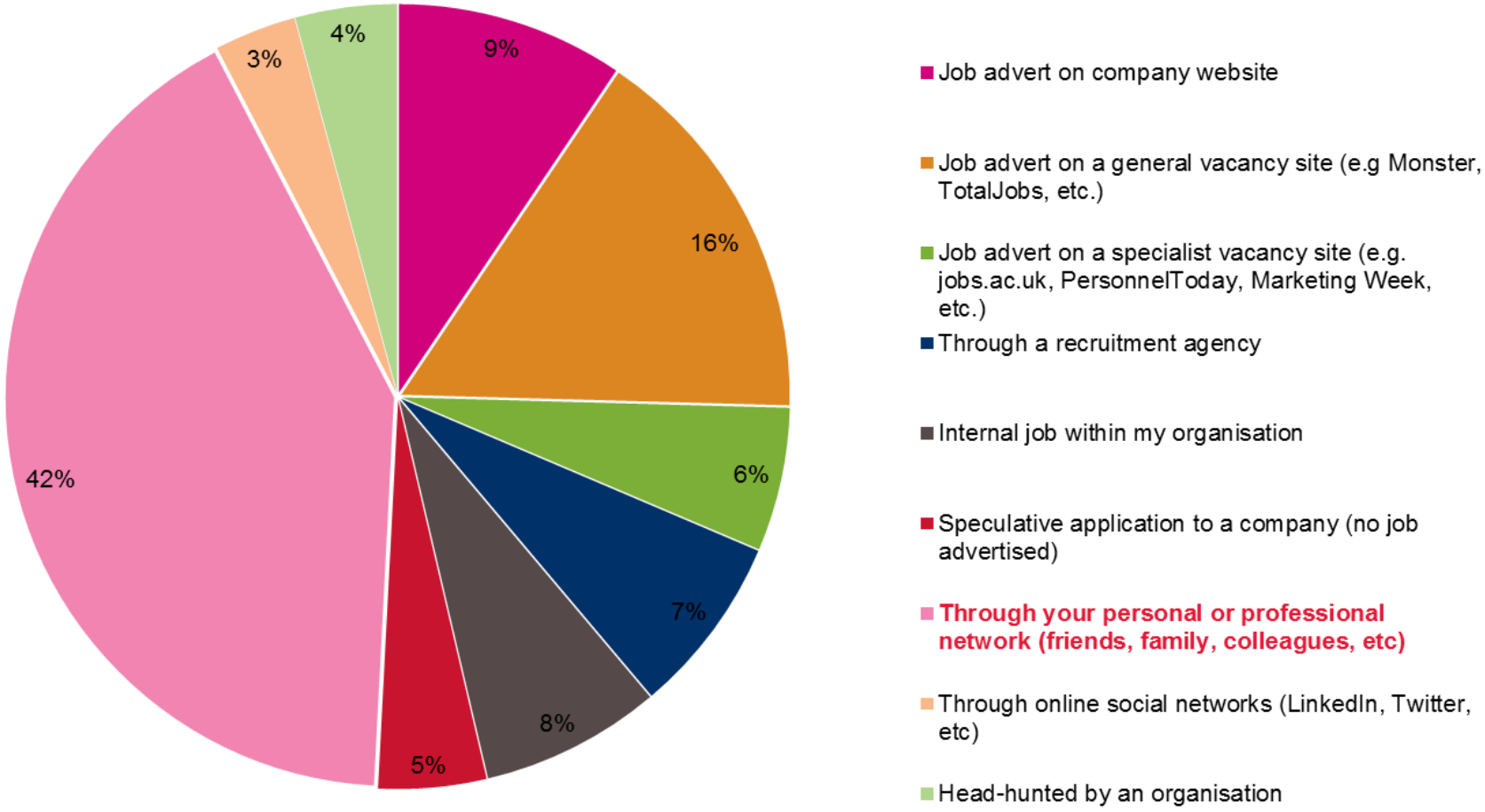




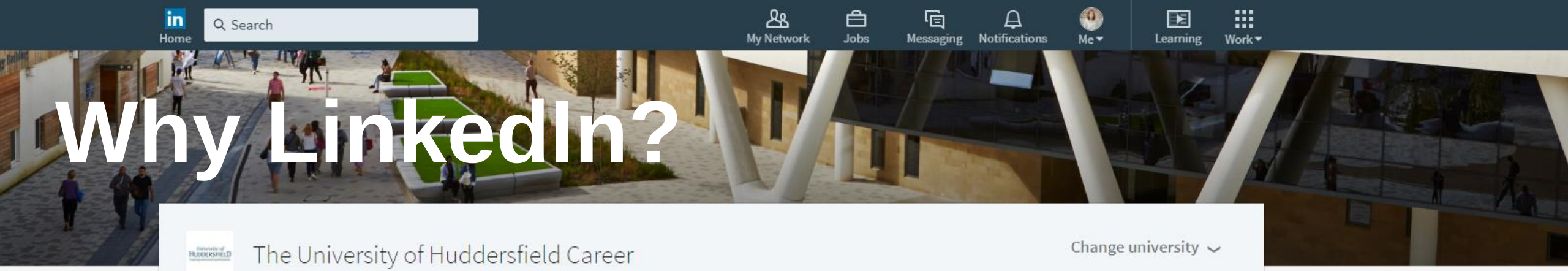
The share of graduates who are previous interns is now 36% on average, up from 31% in 2015

(AGR Annual Survey 2016)

HOW DID YOU FIND YOUR LAST JOB?



Data from Enhance Your Career and Employability Skills MOOC July 2014, The Careers Group, University of London. 5080 respondents.



The University of Huddersfield Career Insights

Change university

Attended | Start year 1900 | to | End year 2017

Search alumni by title, keyword or company

Previous Next

58,308 alumni

Where they live	Where they work	What they do
+ Add	+ Add	
47,067 · United Kingdom	1,196 · The University of Huddersfield	5,370 · Operations
8,763 · Huddersfield, United Kingdom	268 · NHS	5,290 · Education
4,222 · Leeds, United Kingdom	223 · Lloyds Banking Group	5,137 · Business Development
3,067 · Wakefield, United Kingdom	207 · Kirklees Council	4,950 · Sales
2,641 · Sheffield, United Kingdom	140 · Asda	4,725 · Arts and Design
2,182 · Bradford, United Kingdom	125 · University of Leeds	4,004 · Information Technology

Messaging

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

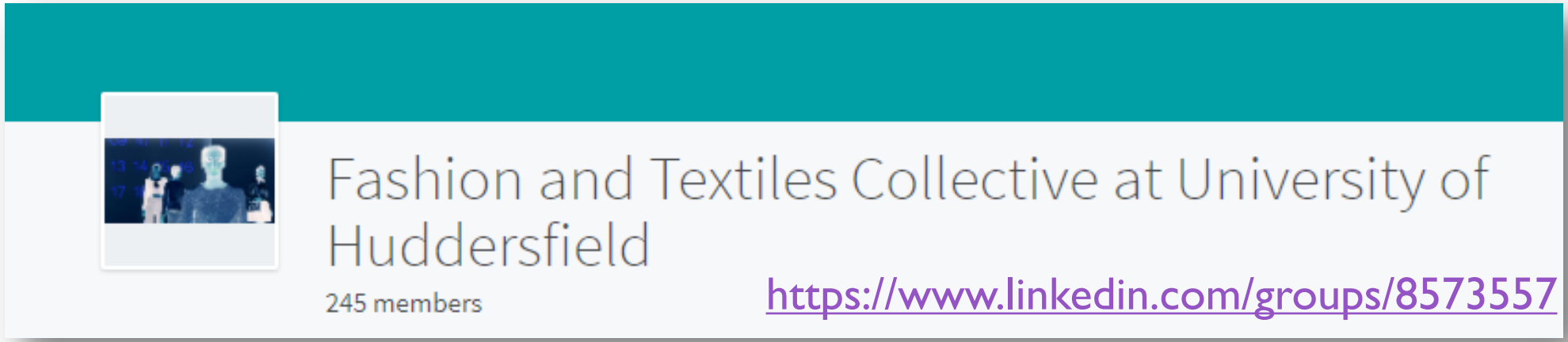
DISCOVER – HOW & WHY TO JUMP IN

- 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

https://www.prospects.ac.uk/careers-advice/getting-a-job/job-hunting-and-social-media

https://qph.ec.quoracdn.net/main-qimg-dca3208e2cf83ba30337def88f014c93

DISCOVER – CONTACTS IN FASHION AND TEXTILES

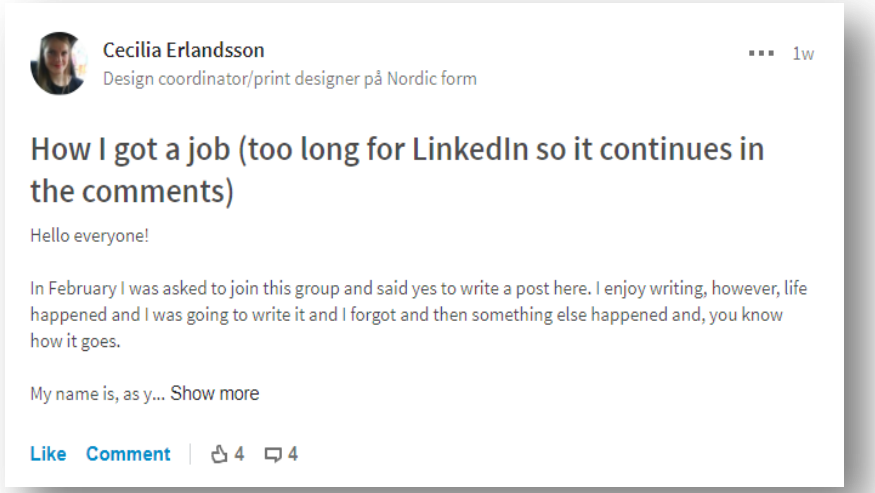


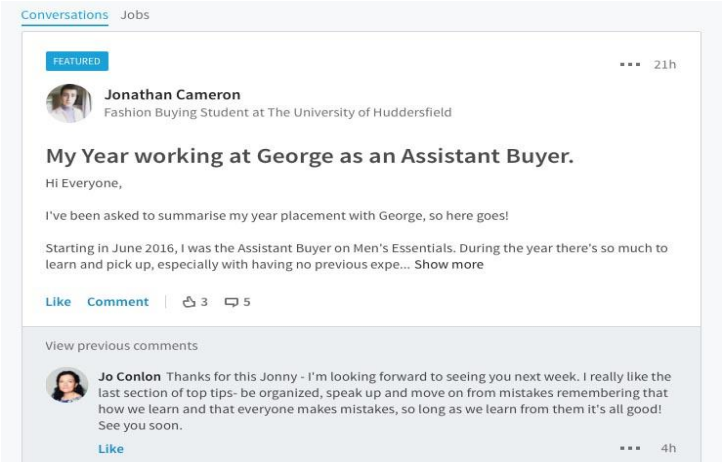
The Fashion and Textiles Collective is a collaborative cross pollination networking resource for Department of Fashion of Textiles at University of Huddersfield.

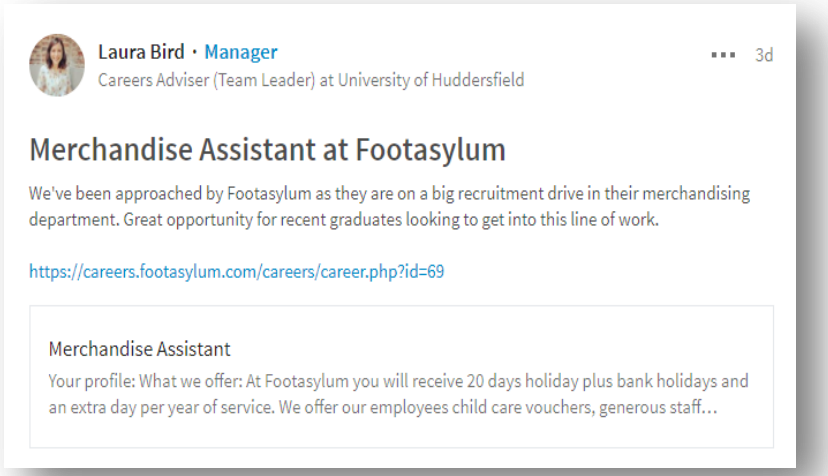
This collective welcomes and includes all UG, PG students, graduates, alumni and associates in the transdisciplinary Fashion and Textiles subject areas. You are welcome and we encourage you to reach out and actively pollinate this network; communicate job opportunities, write trigger articles, share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

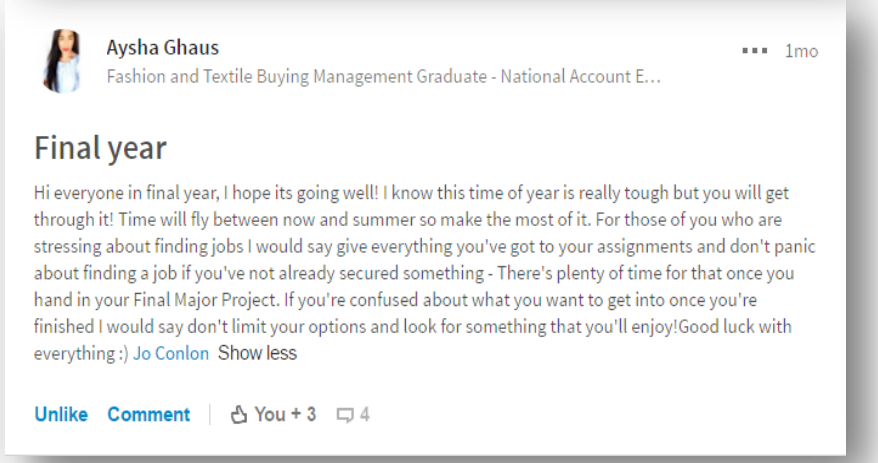
DISCOVER – NEW CONVERSATIONS AND OPPORTUNITIES

- 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

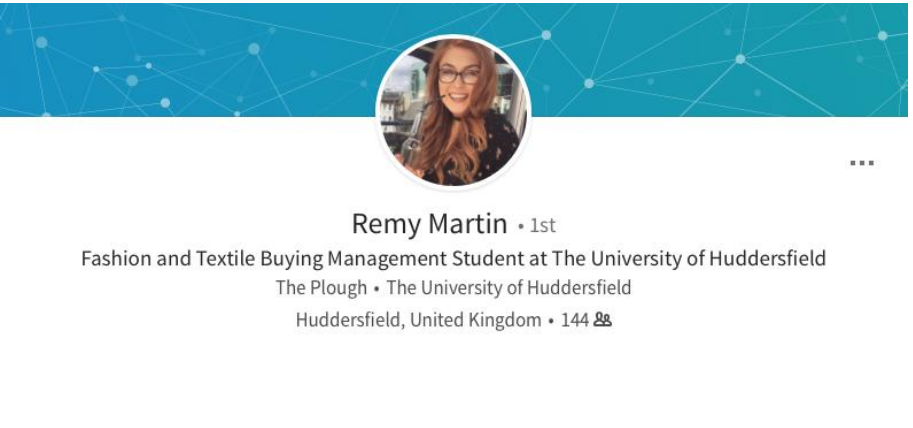


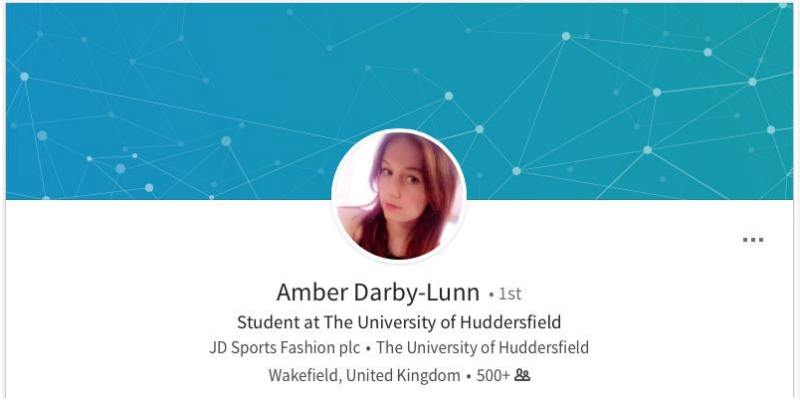


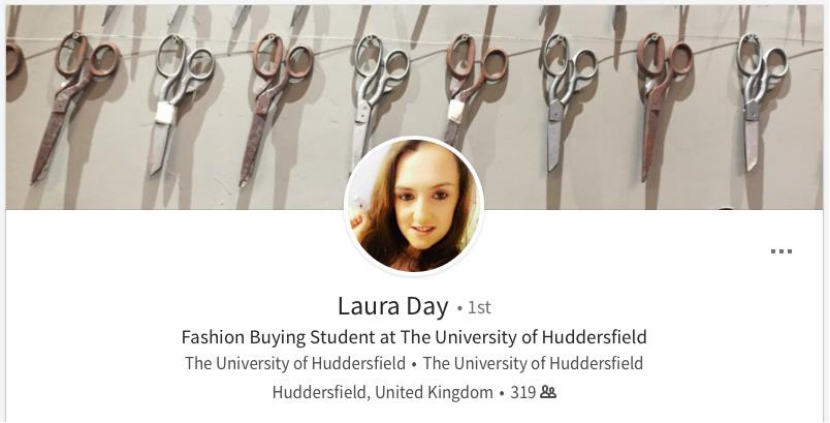




STUDENT FEEBACK SO FAR…FIRST YEAR YEAR 2016/17 TERM 1 !! REFLECTIVE REPORTS







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 Boux 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 Boux Avenue on the new job opportunities events that they are holding.

> **Boux Avenue** Here at Boux Avenue we are passionate about Retail and our customers, which is why a new opportunity to join our brand could not come at a more exciting time. Our International department here in Wimbledon are seeking a Territory Manager to join their team and take on a new challenge. If you have International Retail experience and strong leadership skills, then this could be the perfect role for you. To apply or for more information please email cstacey@bouxavenue.com or visit our careers page: https://lnkd.in/eGujtdf Dont' forget all Boux wants for christmas is YOU!

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.

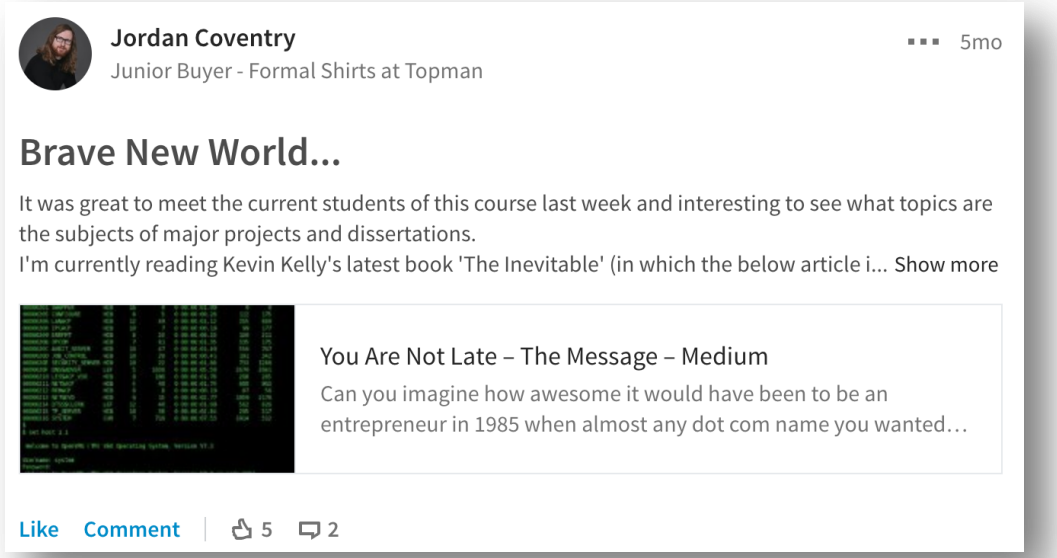
Reasons

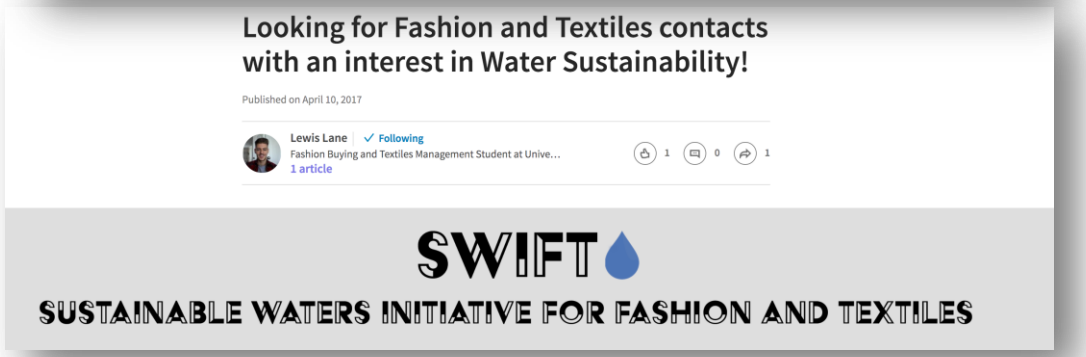
The reasons I have created a LinkedIn account is so I can connect with professionals in the industry and to create an online social media CV for my future career and for my placement year, this is a more professional way of applying for jobs and connecting with larger buyer companies.

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/



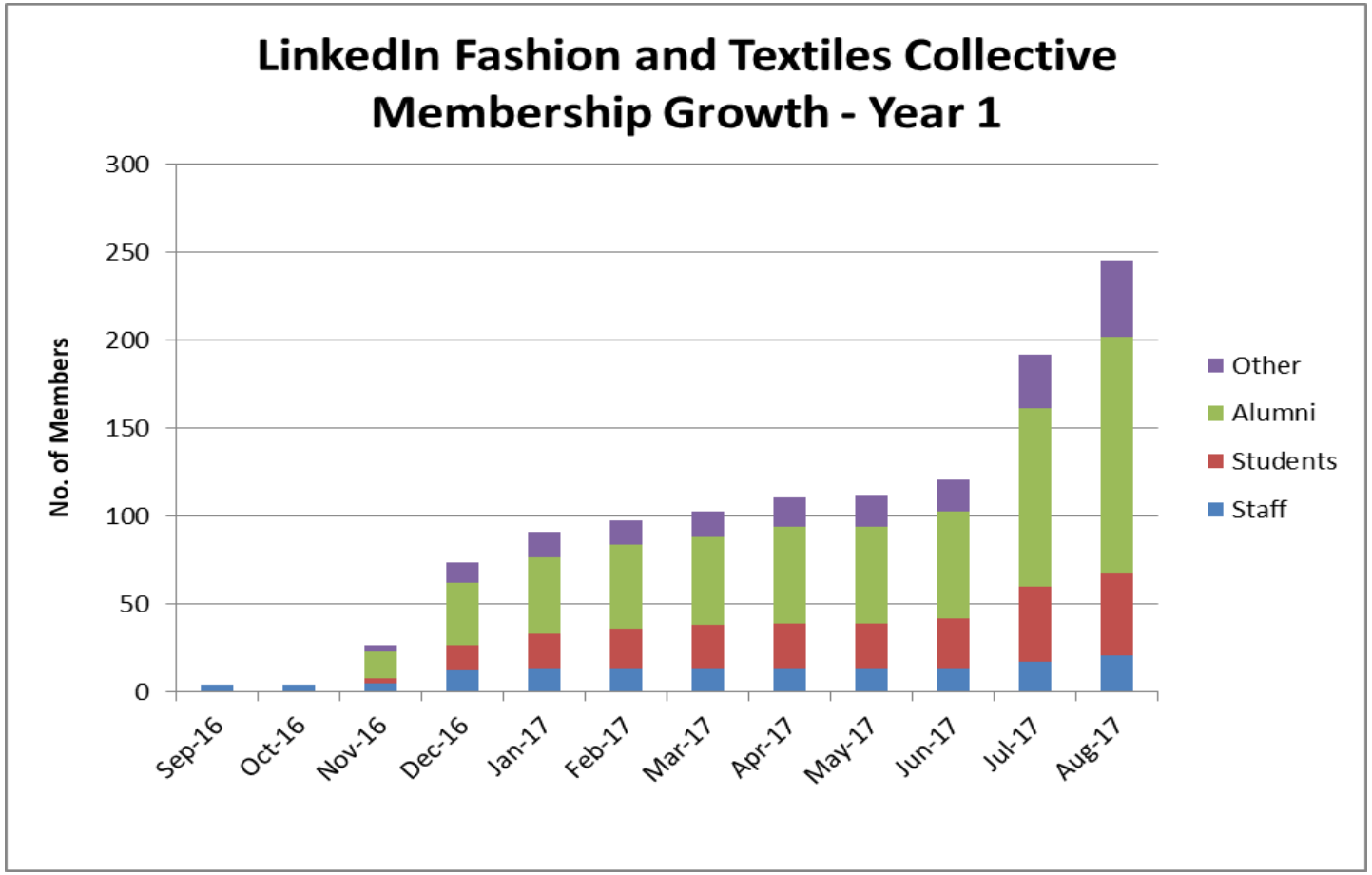


https://www.linkedin.com/pulse/looking-fashion-textiles-contacts-interest-water-lewis-lane/

2017-18: NEXT STEPS

Participate	• Student champions
Identify	• Themes
Curate	• Weekly update
Integrate	• Highlight skills / module
Promote	• Build broader membership

FASHION COLLECTIVE: MEMBERSHIP GROWTH



QUESTIONS?

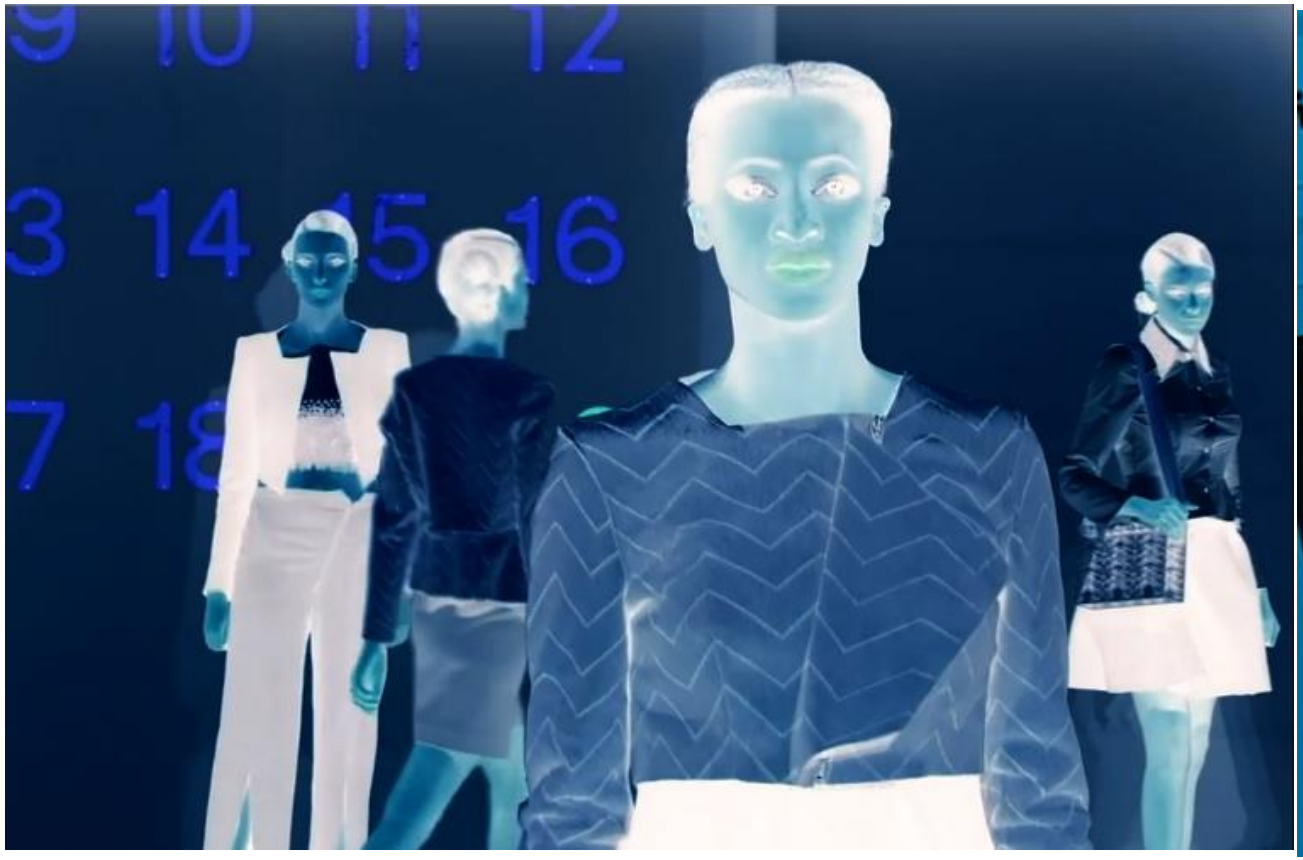


Image source: https://www.entrepreneur.com/article/226637

REFERENCES

- Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. Psychological Review, 84(2), 191-215. http://dx.doi.org/10.1037/0033-295X.84.2.191
- Barnard, Z., & Rensleigh, C. (2008). Investigating online community portals for enhanced alumni networking. The Electronic Library, 26(4), 433-445.
- Billett, S., Henderson, A., (2011) "Developing learning professionals integrating experiences in university and practice settings", Dordrecht: Springer
- Brown, P. and Hesketh, A. (2004), The Mismanagement of Talent, Employability and Jobs in the Knowledge Economy. Oxford, UK : Oxford University Press.
- Broughton, A., Foley, B., Ledermaier, S. and Cox, A., (2013) Research Paper: The use of social media in the recruitment process, http://www.acas.org.uk/media/pdf/0/b/The-use-of-social-media-in-the-recruitment-process.pdf
- Buck, S. (2012), LinkedIn: The Beginner's Guide, Mashable, http://mashable.com/2012/05/23/linkedin-beginners/#C6DrRul3yGqL
- Cooper, B., & Naatus, M. K. (2014). Linkedin As A Learning Tool In Business Education. *American Journal of Business Education (Online)*, *7*(4), 299.
- Gerard, J. G. (2011). Linking in with LinkedIn®: Three exercises that enhance professional social networking and career building. *Journal of Management Education*, 1052562911413464.
- Gibson, D.E. (2004) "Role models in career development: New directions for theory and research", Journal of Vocational Behavior, vol. 65, no. 1, pp. 134-156
- de Janasz, S. C., & Forret, M. L. (2007). Learning the art of networking: A critical skill for enhancing social capital and career success. *Journal of Management Education*.
- Johnson, K. (2013). Facilitating Cooperative Learning In Online and Blended Courses: An Example from an Integrated Marketing Communications Course. *American Journal of Business Education (Online)*, *6*(1), 33.
- Rae, D. (2003) "Opportunity centred learning: an innovation in enterprise education?", Education + Training, vol. 45, no. 8/9, pp. 542-549.
- Singh, V., Vinnicombe, S., James, K., 2006, "Constructing a professional identity: how young female managers use role models", Women in Management Review, vol. 21, no. 1, pp. 67-81.
- Seevers, M. T., Johnson, B. R., & Darnold, T. C. (2015). Social networks in the classroom: personality factors as antecedents of student social capital. *American Journal of Business Education (Online)*, *8*(3), 193.
- Wade, J., & Roth, P. (2015). Social Media and Personnel Selection: How Does New Technology Change an Old Game?.
- Wankel, C. (2016). Reframing management education with social media. Organization Management Journal, 13(4), 202-213. doi:10.1080/15416518.2016.1253944