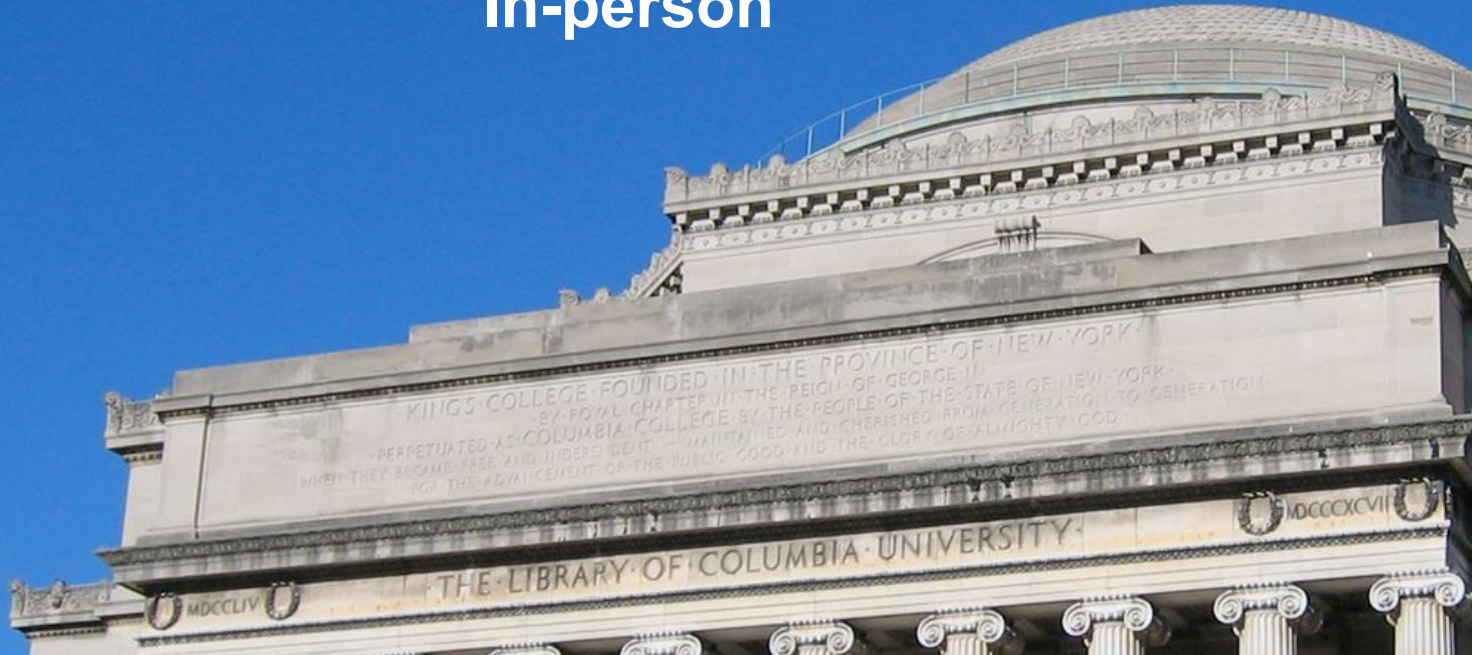




SCHOOL OF SOCIAL WORK
Make waves. Move mountains. Change lives.

Space reserved for webcams

Presenting Yourself Professionally Online and In-person



Community Day
March 25, 2019, 12:10-1:10pm EST
C05

Elise Verdooner
Matthea Marquart

If you were a social media platform, what would you be?

Please share your name, 1st/2nd year, concentration, and which social media platform you relate to and why.



e.g. Twitter, Facebook, Pinterest,
Instagram, LinkedIn, Snapchat,
WhatsApp, Myspace, Spotify,
YouTube, Tumblr, etc.

AGENDA: Presenting Yourself Professionally Online and In-person

- | | |
|---|---|
| 1 | Welcome & Introduction |
| 2 | Describing your degree online |
| 3 | Using LinkedIn |
| 4 | Your elevator pitch for networking events |
| 5 | Wrap-up and Q&A |

Describing your degree online

How are you currently describing your degree:

- in cover letters
- on LinkedIn
- in professional bios on websites
- on Indeed
- anywhere else in writing without engaging directly with the reader?

Did anyone go to the Career Office's LinkedIn workshop in November? What were your key takeaways?

Describing your degree online

- Describing your degree
 - Write out MSW, and even use Master of Science in Social Work to lend more credibility to the degree
 - Include your concentration
 - Consider including relevant coursework to help educate readers who don't know what MSW studies entail
- Describing your internship
 - Include this under professional experience
 - Rather than “intern”, try “graduate school intern” or using a title closely related to your scope of work + “intern”

Describing your degree online

Education



Columbia University in the City of New York

Master's degree, Social Work

2016 – 2017

Policy Practice
Federal Policy
Micro and Macro Economics
Financial Management
Program Evaluation
Forensics Social Work
Community Organizing
Contemporary Social Issues

Education



Columbia University in the City of New York

Master of Social Work (MSW), Social Enterprise Administration

2016 – 2017

Human Services Management
International Social Welfare

Education



Columbia University in the City of New York

Master of Social Work (MSW), Social Enterprise Administration

2016 – 2017

Graduated with Masters of Science in Social Work with a focus on international social welfare.

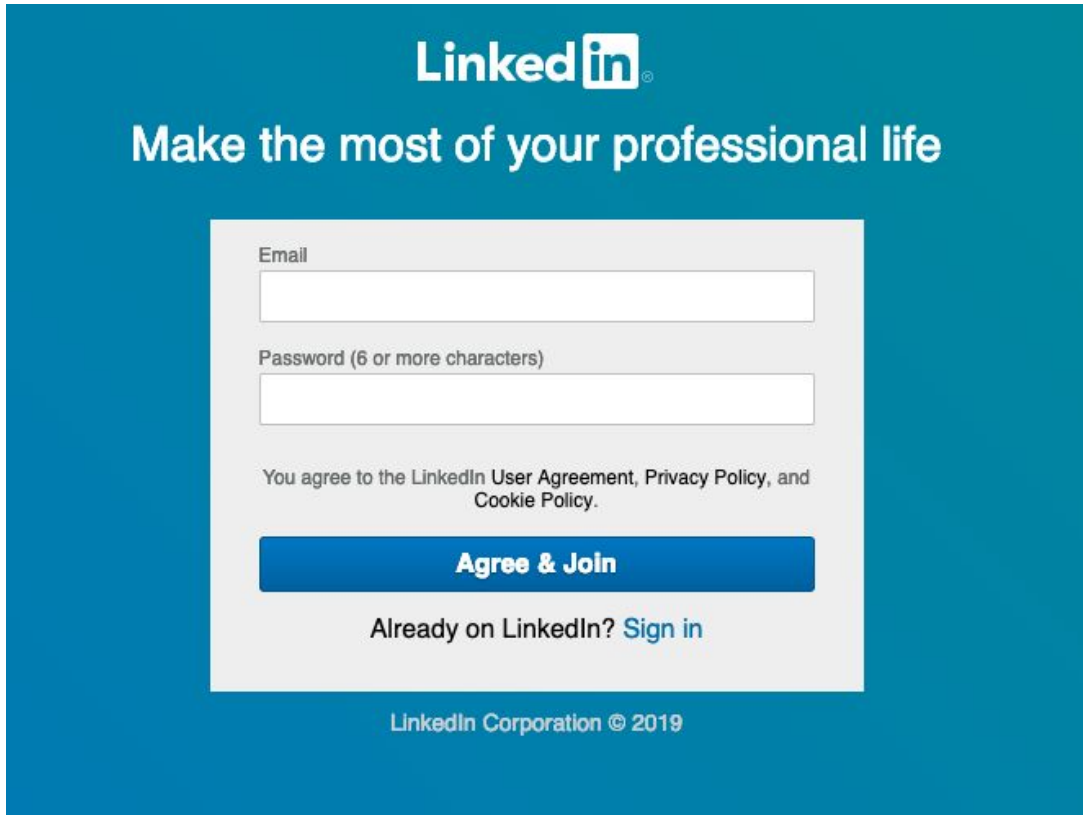
Use social media now!

- Feel free to take out your phone/computer and open LinkedIn
- Connect with folks in the room
- Tweak your profile during this session

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How are you using LinkedIn?

A screenshot of the LinkedIn sign-up page. The background is a solid teal color. At the top center is the LinkedIn logo in white. Below it, the text "Make the most of your professional life" is written in white. In the center, there is a white rectangular form with a light gray border. Inside the form, there are two input fields: "Email" and "Password (6 or more characters)". Below the password field, there is a line of text: "You agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy." At the bottom of the form is a blue button with the text "Agree & Join" in white. Below the button, there is a link: "Already on LinkedIn? Sign in". At the very bottom of the teal background, the text "LinkedIn Corporation © 2019" is written in white.

LinkedIn

Make the most of your professional life

Email

Password (6 or more characters)

You agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

Agree & Join

Already on LinkedIn? [Sign in](#)

LinkedIn Corporation © 2019

Using LinkedIn: Setting up your profile

- Professional photo
- Summary, e.g. “MSW student graduating in 2019 and seeking a role in the field of”
- Professional experience -- include accomplishments; request recommendations; it may help to include keywords

Using LinkedIn: Connecting

- Who do you add on LinkedIn?
 - Classmates?
 - Professors?
 - Guest presenters/lecturers?
 - Someone you met at a conference?
 - Someone you met at a professional event?
 - Someone you met at a networking event?
 - Someone you've never met?

Using LinkedIn (1/3)

- Creating and filling out your LinkedIn profile is a good first step, but there is a lot more you could be doing
- Don't be afraid to connect with current employees at a *prospective* org - ask for an informational interview *before* you apply (you wouldn't want to ask for an informational interview *after* you've already applied)
- Look at the feed in LinkedIn - there are a lot of jobs in the feed, which can be particularly relevant if you connect with people in the fields you're interested in

Using LinkedIn (2/3)

- Commenting/liking are good ways to connect or stay connected
- Post professional items - relevant articles, professional successes, etc.
- Learn more about the person who is interviewing you for a job; they will likely be looking at your profile prior to an interview as well
- Learn more about the person in your dream job - where did they start? What path did they take?

Using LinkedIn (3/3)

Don't forget to customize your "career interests" so recruiters can find you!

Career interests Privacy settings

Let recruiters know you're open On

We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)

Note to recruiters

What would you like recruiters to know?

0/300

Your career interests help determine what jobs you're recommended.

Where are you in your search?

Status

What job titles are you considering?

[+ Add title](#)

Where would you like your next job to be located?

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Elevator pitch

- A fast and memorable introduction, at a networking event or elsewhere
- Can be your answer to “tell me about yourself” in an interview
- Between 30 and 60 seconds
- Your elevator pitch will set the tone for follow up on your LinkedIn and other social media accounts

Prepare: Set a goal

- ❖ Who are you presenting to?
- ❖ What do they care about?
- ❖ What do you want them to take away?

Prepare:

Creating the content

- ❖ Write down *everything* you want to say
- ❖ Then “trim the fat” so you have strong sentences and then main points left
- ❖ Focus on memorizing the overall theme and message you want to convey

Prepare:

Practice, practice, practice!

- ❖ Say it out loud
- ❖ Say it to the mirror
- ❖ Say it to friends & family
- ❖ Video yourself and watch it

Saying it out loud and to yourself is going to be awkward at first, but power through because the results are worth it.

Be Aware of Your Body

- ❖ Nonverbal communication is key to your delivery
- ❖ Your body movements communicate a lot even when you're not aware of it
- ❖ Practice your gestures, posture, feet and hand placement — even the way you hold your head
- ❖ Plan what gestures you will do at certain points in your presentation (e.g., when I say this word, my hand is going to do this movement)

“One study found that when people assumed a high-power pose (for example, taking up space by spreading their limbs) for just two minutes, their dominance hormone levels (testosterone) went up and their stress hormone levels (cortisol) went down. As a result, they felt more powerful and in charge and showed a greater tolerance for risk. A simple change in posture led to a significant change in attitude.”

- Sheryl Sandberg

Practice

Pair up and practice your elevator pitch

- Start with basic information (name, school, major, graduation date)
- At least one accomplishment or skill related to your job search (customize for each employer)
- Finish with career interests or goals

Give each other feedback on their presentation

Reflection & Discussion

What was this like?

Was this activity easy or difficult? Why?

Which moments/comments were memorable?
Why?

Additional Resources

Do You Have a Career Fair Elevator Pitch?

<https://www.careerfairplus.com/blog/career-fair-elevator-pitch>

How To Pitch An Idea In 40 Seconds, From Three
Entrepreneurs Who Took The Ultimate Elevator Ride

<https://www.forbes.com/sites/carminegallos/2018/09/28/how-to-pitch-an-idea-in-40-seconds-from-three-entrepreneurs-who-took-the-ultimate-elevator-ride/#1bc740b64da6>

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

- Maya Angelou

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More employment tips / how to sell your MSW: Job interview tips

- Before the interview:
 - Research the organization (Organization's website + Internet Search + Financial Statements + your contacts)
 - Research the people you'll be interviewing with (Organization's website + Internet Search + LinkedIn + your contacts)
 - Prepare questions & compliments
 - Practice
- During the interview:
 - Make sure to write down every person's name so that you can follow up
 - Use your social work interpersonal skills
- After the interview:
 - Before you go home, write a thank you email to each person who interviewed you

Thank you! Any questions?

Thank you for joining us!

Elise Verdooner

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Matthea Marquart:

- Email: msm2002@columbia.edu
- Twitter: @MattheaMarquart

Add us on LinkedIn or reach out with questions and comments.