

USING UCC ALUMNI LINKEDIN FOR YOUR CAREER RESEARCH/ POSTGRAD STUDY RESEARCH

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LINKEDIN CAN BE A VALUABLE TOOL FOR YOUR RESEARCH You can use it to explore the following;

CAREERS WITH YOUR DEGREE/MASTERS

- What are the **possible career areas** with your degree/masters?
- What **companies hired graduates with your degree/masters?** **EXAMPLE 1**

CAREER/ JOB RESEARCH

- General career areas you want to learn more about, e.g. **What types of roles are within the discipline of MARKETING?**
- Specific roles that you want to know more about, e.g. **what is a PRODUCT MANAGER** and what do they do? **EXAMPLE 2**
- Find out more about a specific organisation, e.g. **what types of roles/departments** are there in **GLANBIA IN IRELAND?**
- Connect with someone currently in a role that you are applying for e.g. **ASSOCIATE PWC**
- **Find organisations** that employ people in the area you want to work in
- Find out **what qualifications** you would require, to work in a specific profession

COUNTRY SPECIFIC RESEARCH

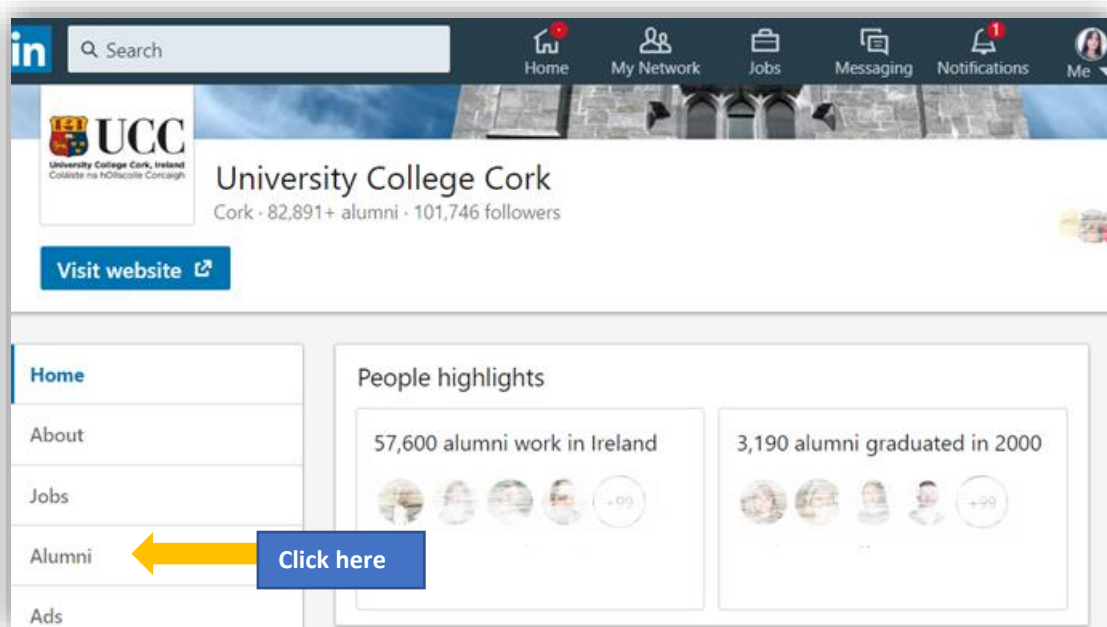
- Research **career areas in a specific country** and make connections with people and organisations
- Research a career area and **qualifications required outside of Ireland**, e.g. Psychologist in Ireland vs Psychologist in the United States

RESEARCH POSTGRADUATE PROGRAMMES

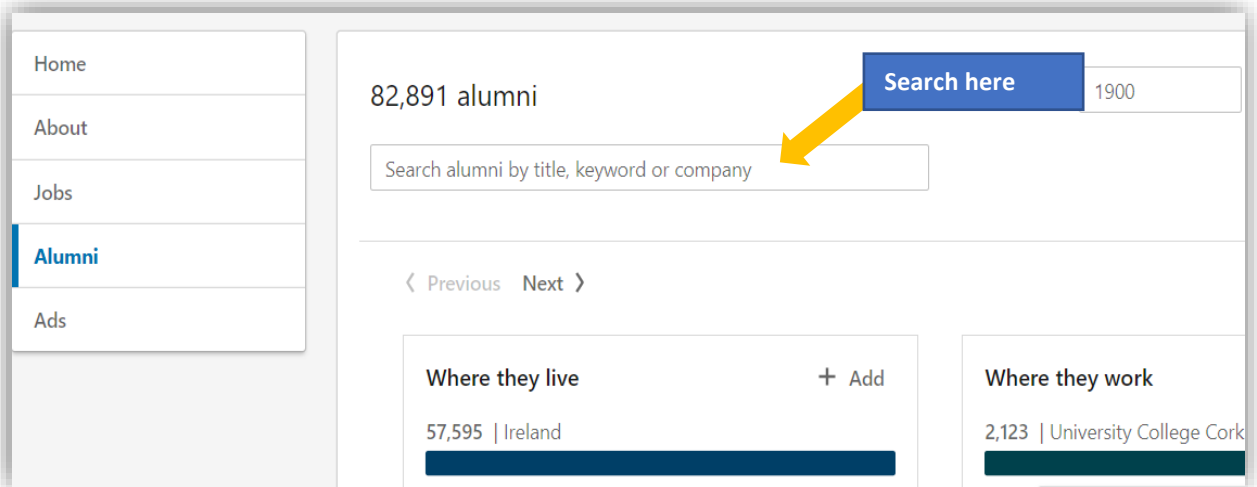
- Find out more about a specific **postgraduate programme** **EXAMPLE 3**
- What do current or **recent grads** think of the programme, would they recommend it, what advice would they give to you
- Where do people **study the subject** you are interested in e.g. Sustainable Business

STEP BY STEP GUIDE:

1. Sign into your **LinkedIn** account www.linkedin.com
2. A good starting point is to begin your initial search through the **UCC Alumni** connections, if you find a connection through this, they may be more likely to connect with you and respond to your questions as you both attended the same university and sometimes even the same degree programme.
3. Go to **UCC's LinkedIn Page**:
<https://www.linkedin.com/school/university-college-cork-ireland-ucc/>
4. Click on **Alumni** on the left-hand side of the page



5. Here you can search through **Alumni with LinkedIn profiles** by job title, keyword or company.

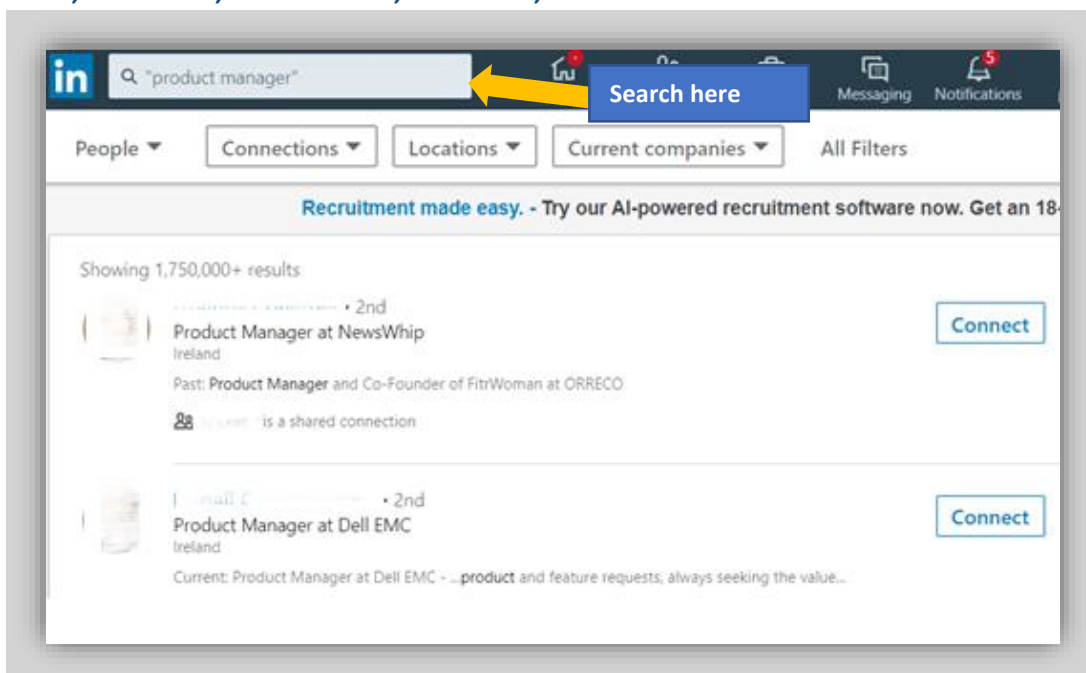


6. You can then **filter your results** by;

- Where they Live
- Where they work
- What they do
- What they studied
- What they are skilled at
- How you are connected

7. **You don't have to go through UCC's LinkedIn Alumni**, you can go through other university LinkedIn pages and through their alumni tab even if you haven't attended the university (some will be restricted but many are open). Very useful if you want to contact students who have completed a specific programme you are considering applying for.

8. You can also start with a **broad search on LinkedIn** and then filter your results by **PEOPLE, JOBS, CONTENT, COMPANIES, SCHOOLS, GROUPS**



SEARCH TIPS:

Boolean Search is a way to organise your search using a combination of keywords to produce more accurate and more relevant results for your candidate searches on LinkedIn and beyond.

You can run a **Boolean search on LinkedIn** by combining keywords with operators like AND, NOT, and OR during your search.

Here are some ways to use Boolean logic and construct your searches:

- **Quoted searches:** For an exact phrase, enclose the phrase in quotation marks. For example, type "product manager". You can also use quotation marks if you want to find someone with a multi-word title.
 - LinkedIn search only supports standard, straight quotation marks ("). Other software or websites may use special symbols that our system does not recognize. Curly quotation marks (”), also known as smart quotes or typographer's quotes, aren't supported.
 - In order to optimize overall site performance, stop words such as "by", "in", "with", etc. aren't used.
- **NOT searches:** Type the word NOT (capital letters) immediately before a search term to exclude it from your search results. This typically limits your search results. For example, "programmer NOT manager".
- **OR searches:** Type the word OR (capital letters) to see results that include one or more items in a list. This typically broadens your search results. For example, "sales OR marketing OR advertising".
- **AND searches:** AND searches: Type the word AND (capital letters) to see results that include all items in a list. This typically limits your search results. For example, "accountant AND finance AND CPA".
 - **Note:** You don't need to use AND. If your search has two or more terms, you'll automatically see results that include all of them.
- **Parenthetical searches** - To do a complex search, you can combine terms using parentheses. For example, to find people who have "VP" in their profiles, but exclude "assistant to VP" or SVPs, type VP NOT (assistant OR SVP).

When handling searches, the overall order to precedence is:

1. Quotes [""]
2. Parentheses [()]
3. NOT
4. AND
5. OR

Important:

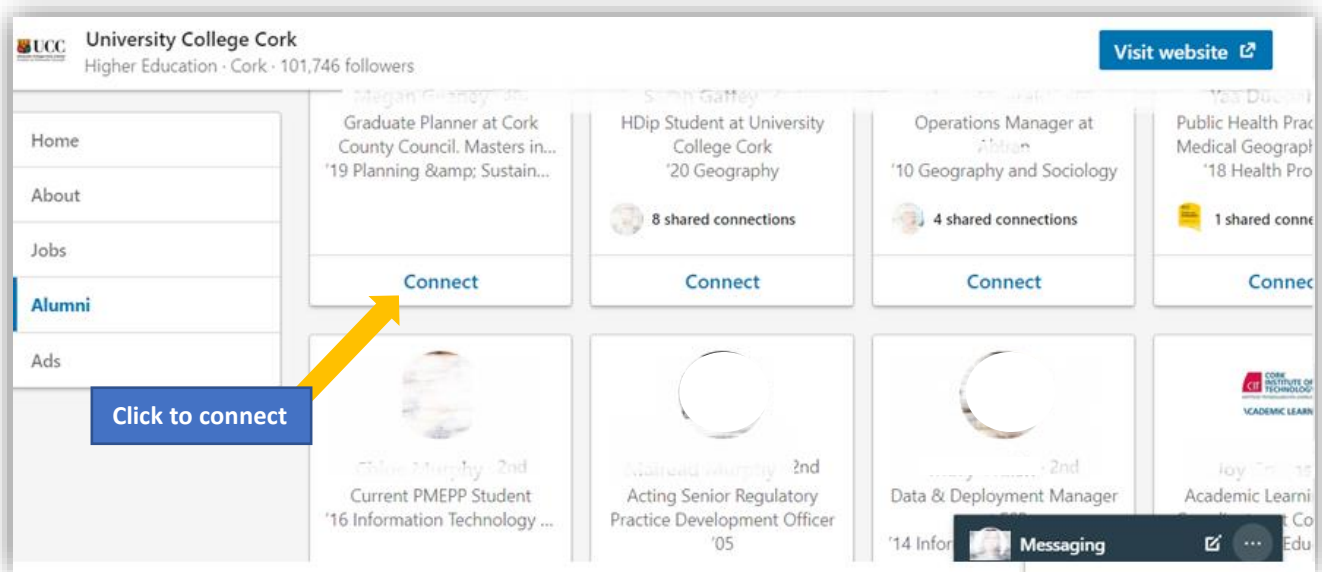
- The + and - operators are not officially supported by LinkedIn. Using AND in place of + and NOT in place of - makes a query much easier to read and guarantees that we'll handle the search correctly.
- When using NOT, AND, or OR operators, you must type them in uppercase letters.
- We don't support wildcard "*" searches.
- Boolean search will work in the keyword field in Recruiter and LinkedIn.com, and will work in the Company, title, and keyword field in Sales Navigator.

(from <https://www.linkedin.com/help/linkedin/answer> last updated: July 6, 2018).

EXAMPLES:

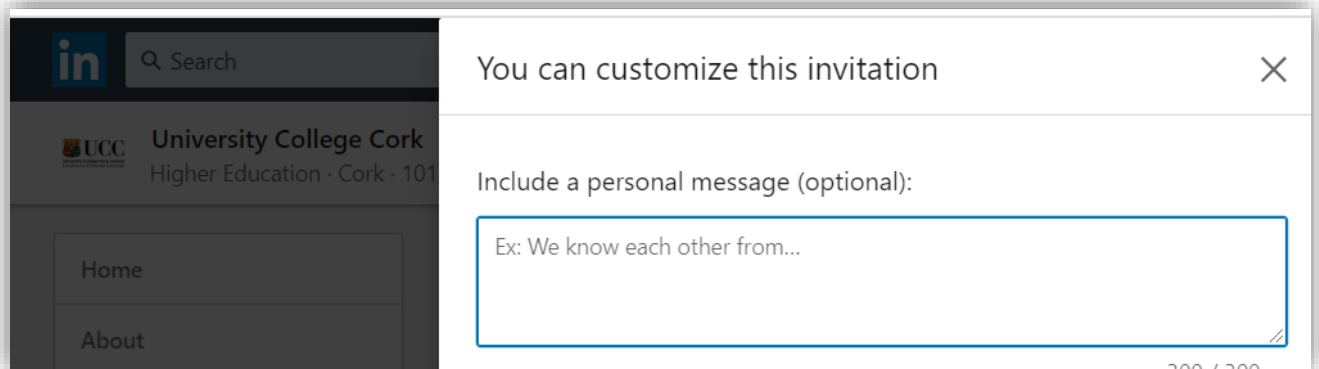
EXAMPLE 1 Where are **graduates with your degree now working**, what companies hired graduates with your degree/masters?

Step 1. Go through UCC Alumni and **search for your degree programme** e.g. “Arts Geography”



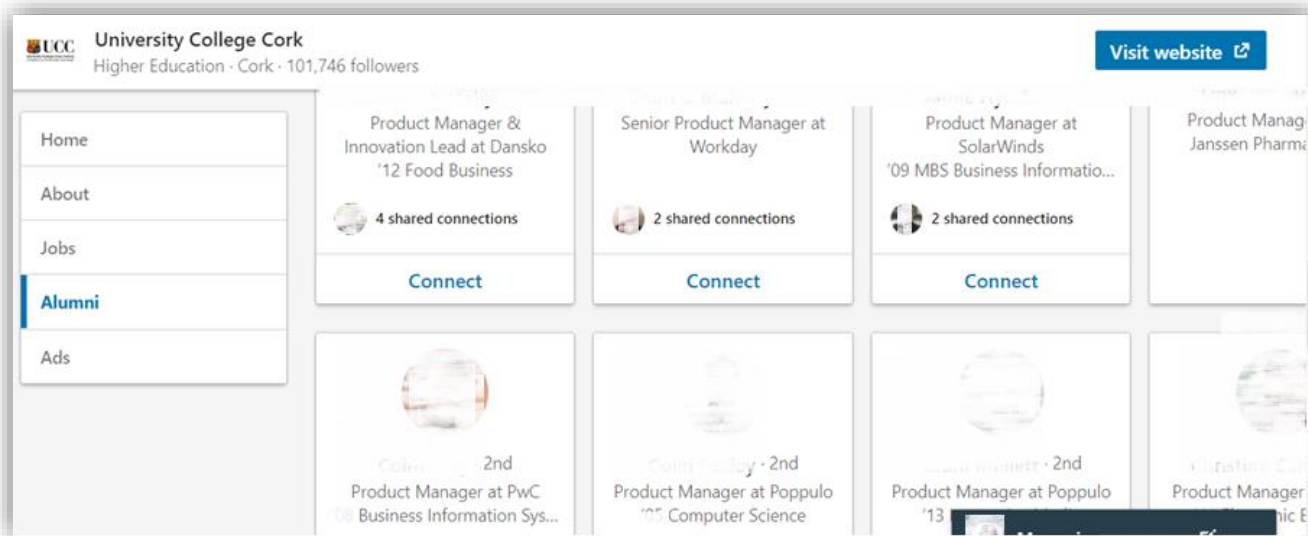
Here we find a **Graduate Planner, HDip Student, Operations Manager etc.**

- You can click to view their profile and see how they progressed to their current role
- Did they complete a postgraduate course?
- Did they work in another role or company before progressing onto this role?
- You can then send a connection request to hopefully communicate directly and ask them more detail about their role and career choices



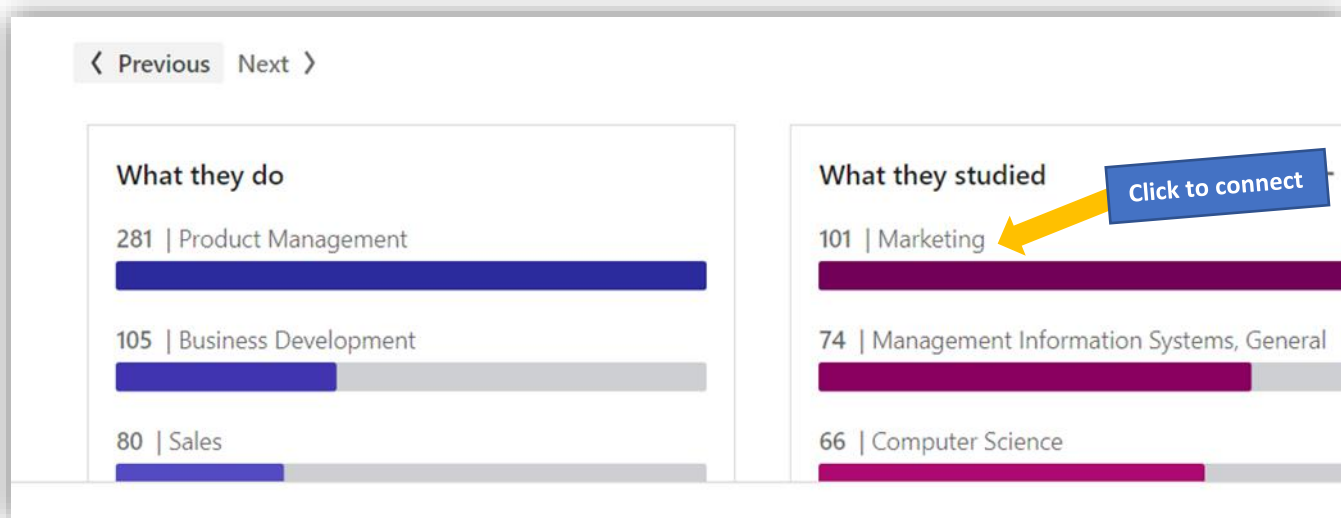
EXAMPLE 2 Specific roles that you want to know more about, e.g. **what is a PRODUCT MANAGER** and what do they do?

Step 1. Go through UCC Alumni and **search for people with the job title “Product Manager”**



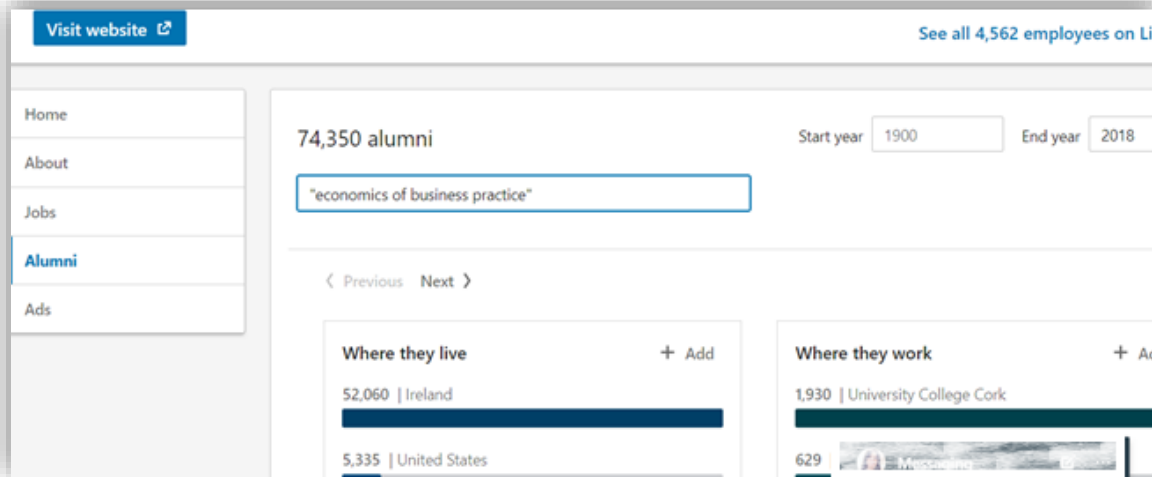
Here we find **Product Managers in Dansko, Workday, SolarWinds, Janssen, PWC.**

- You can view the profiles for more detail or filter by **WHAT THEY STUDIED** to find a profile closer to you and your degree subjects
- You can click to view their profile and see how they progressed to their current role
- Did they complete a postgraduate course?
- Did they work in another role or company before progressing onto this role?
- You can then send a connection request to hopefully communicate directly and ask them more detail about their role and career choices



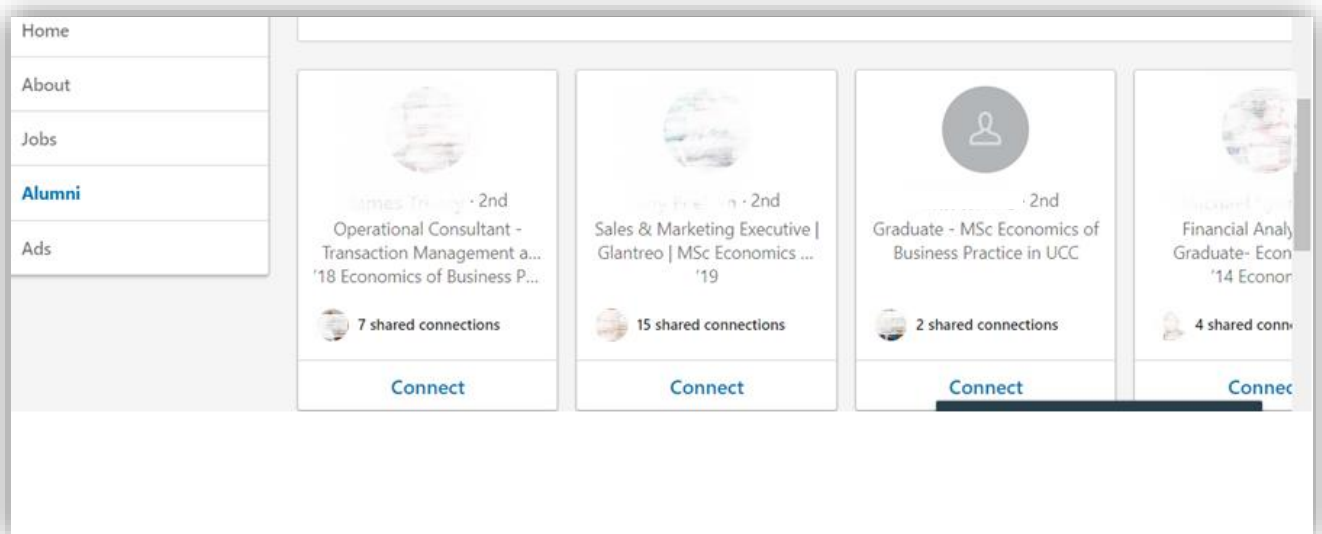
EXAMPLE 3 Find out more about a **specific postgraduate programme**. You are thinking about completing the MSc in Economics of Business Practice in UCC but you don't know anyone who has completed it.

Step 1. Go through UCC Alumni and search **“Economics of Business Practice”**



Your search results in **85 profiles** and you scroll through those and find a range of roles and sectors that graduates are working in where you can;

- Contact the graduate and ask about the programme, get their recommendation on the value on completing the programme and any advice they would give
- Also find students currently completing the programme to ask their opinion of the programme and for info re the application or interview for the course



GENERAL TIPS:



YOUR PROFILE:

- Before you start reaching out and connecting it's important to **develop a professional profile**. You can start with **LinkedIn's Profile Checklist for Students** which is linked in our resources below and watch some **LinkedIn for Students videos on YouTube**, links in resources below.
- Make sure you have a **photo** in your profile before you start connecting, people are unlikely to accept a connection request from a photo-less profile.



YOUR CONNECTIONS:

- It's important to **grow your network** of connections on LinkedIn, who you are connected to and what degree of connection you have **will affect how you can interact with them**.
- Profiles outside of your network have **limited visibility** and this can limit your use of LinkedIn for career research. We recommend that you build your network with valuable connections to see more profiles.
- A good starting point it to connect with people in **UCC's Career Services** as they will be likely to connect with you even if they do not know you directly and this will give you 2nd degree connections with graduate employers, SMEs and multinationals in Ireland and abroad.
- **Recruitment Consultants** are also good connections to make and again are likely to connect with you, they have large networks of hiring employers, **Graduate Recruiters** (which many multinationals have inhouse) are particularly relevant.



RESOURCES:

- UCC Career Services list of the team here [UCC Career Services Team](#)
- LinkedIn Profile Checklist for College Students here [LinkedIn Profile Checklist](#)
- LinkedIn for Students YouTube Videos here [LinkedIn for Students](#)
- Your Online Presence Presentation [UCC Career Service Presentation Library](#)