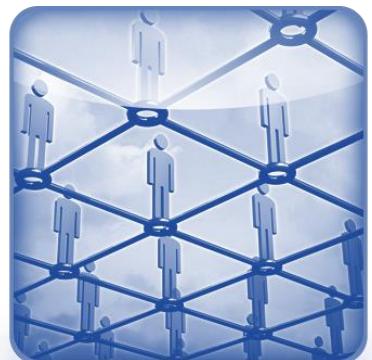


# Leveraging

---



**Ashley Brady, Ph.D.**

BRET Office of Career Development  
Vanderbilt University

ASPIRE JSS | November 30, 2023

# Do I *really* need a LinkedIn profile?



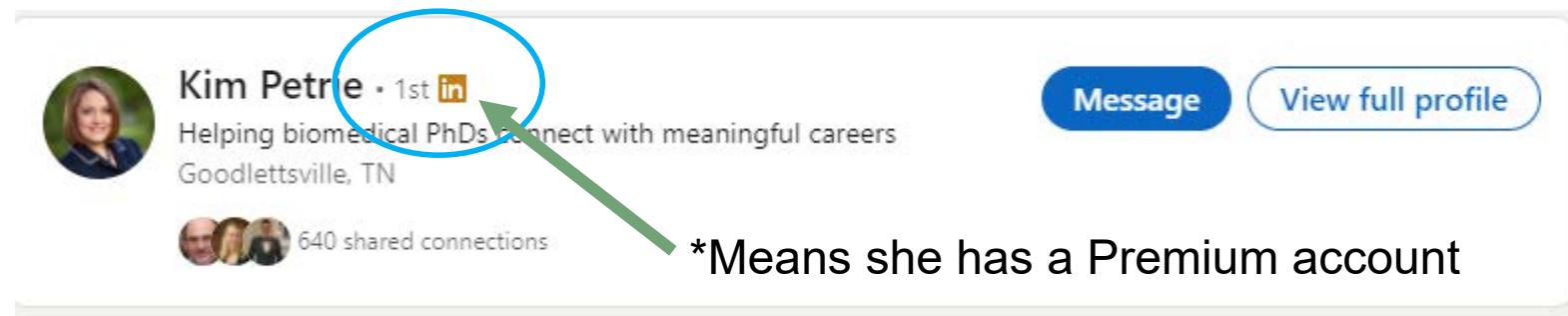
# Do I need Linkedin premium?



<https://www.makeuseof.com/tag/reasons-linkedin-premium-worth/>

# Your Network and Degrees of Connection

- 1<sup>st</sup> degree: people you are directly connected with



Kim Petrie • 1st 

Helping biomedical PhDs connect with meaningful careers

Goodlettsville, TN

640 shared connections

**Message** **View full profile**

\*Means she has a Premium account

- 2<sup>nd</sup> degree- connections of your 1<sup>st</sup> degree connections.
  - You can send them an invitation by clicking Connect or contact them through an InMail or an introduction.
- 3<sup>rd</sup> degree- connections of your 2<sup>nd</sup> degree connections
  - If their full first and last names are displayed, you will be able to send them an invitation by clicking Connect.
  - If only the first letter of their last name is displayed, clicking Connect is not an option but you can still contact them through an InMail or an introduction.

# Three ways Linkedin helps you connect



Build a professional online identity



Connect with people you know and build and develop your network



Research career paths, companies, and job opportunities

# Most Important Places to Address

- Profile Picture
- Background Image
- Headline
- About Section
- Experience
- Up-to-date email
- Claim your ID
- Multi-media



Jessica Overstreet, PhD • 1st  
Lilly Innovation Fellow at Vanderbilt University  
Greater Nashville Area, TN

[Message](#) [More...](#)

 Vanderbilt University  
 Albany Medical College  
 See contact info  
 See connections (378)

My research is funded by the Lilly Innovation Fellowship Award (Eli Lilly) to investigate novel therapeutic targets underlying diabetic kidney disease through an academic-industry partnership [Mentors: Shannon Harlan, Ph.D. (Eli Lilly) and Ray Harris, M.D. (Vanderbilt University)].

I have expertise in delineating disease-mediating signal transduction mechanisms in cancer and fibrosis through biochemical approaches and utilization of pre-clinical mouse models showcased in 13 publications. My postdoctoral research has been awarded Top Oral Abstract by Trainees at the 2016 American Society of Nephrology Kidney Week Conference, awarded First Place in Basic Science Research

Linkedin profiles with a photo are:

**21X**

**more likely to  
be viewed**



**9X**

**more connection  
requests**

# Profile picture guidelines

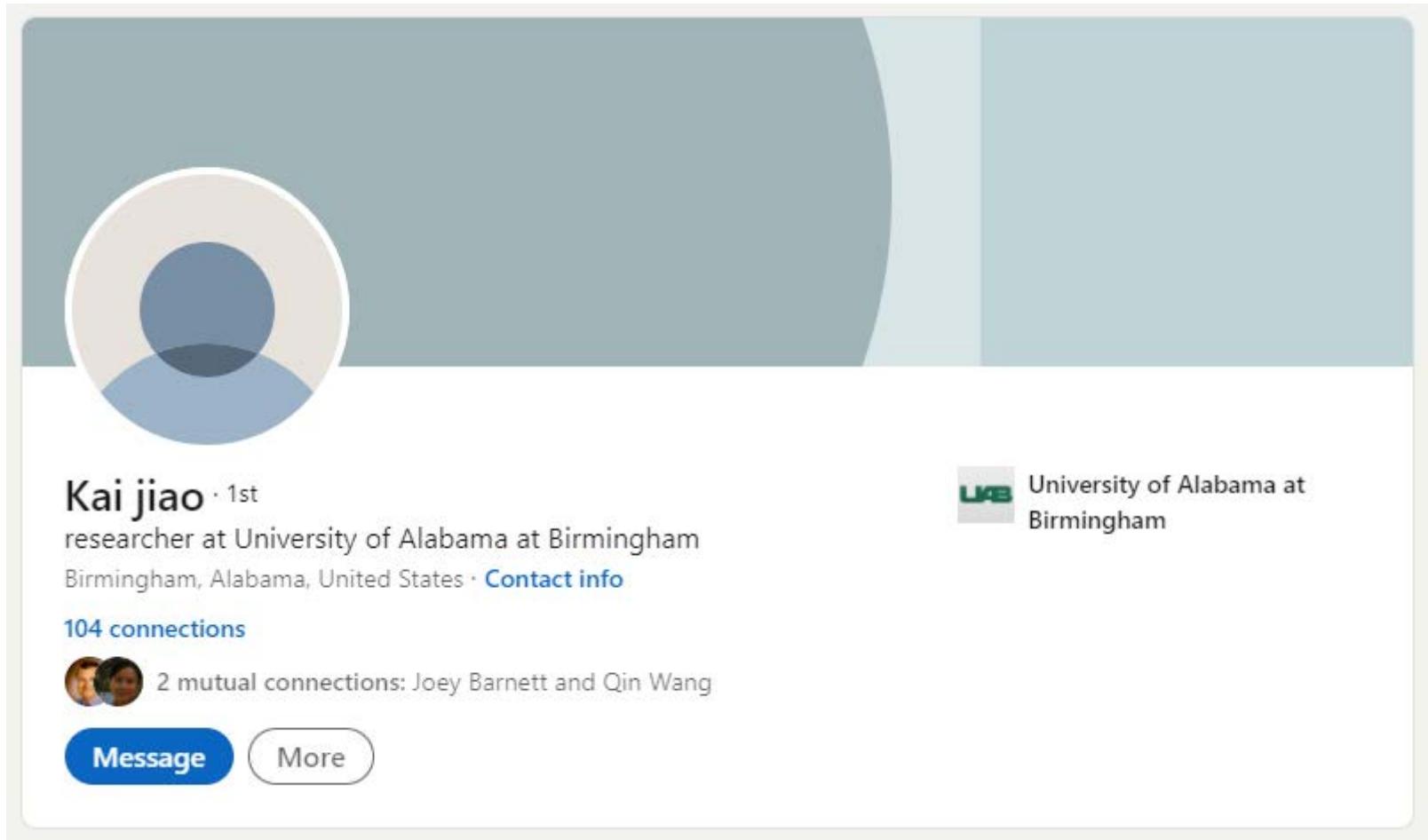
- Make sure settings show your picture
  - Just you in the picture
  - Good lighting
  - Close-up head shot

# Headshot Days with BRET

- Occurs quarterly
- Grad student and postdoc days
- Announced via email and/or our newsletter
- Slots fill fast



# Background Image



A LinkedIn profile card for Kai jiao. The background image is a light blue gradient with a circular placeholder for a profile picture. The profile picture is a stylized blue and white graphic. The card includes the name 'Kai jiao', a '1st' connection indicator, the title 'researcher', the employer 'University of Alabama at Birmingham', the location 'Birmingham, Alabama, United States', a 'Contact info' link, and a '104 connections' section with two mutual connection icons (Joey Barnett and Qin Wang). It also features a 'Message' button and a 'More' button.

**Kai jiao** · 1st

researcher at University of Alabama at Birmingham

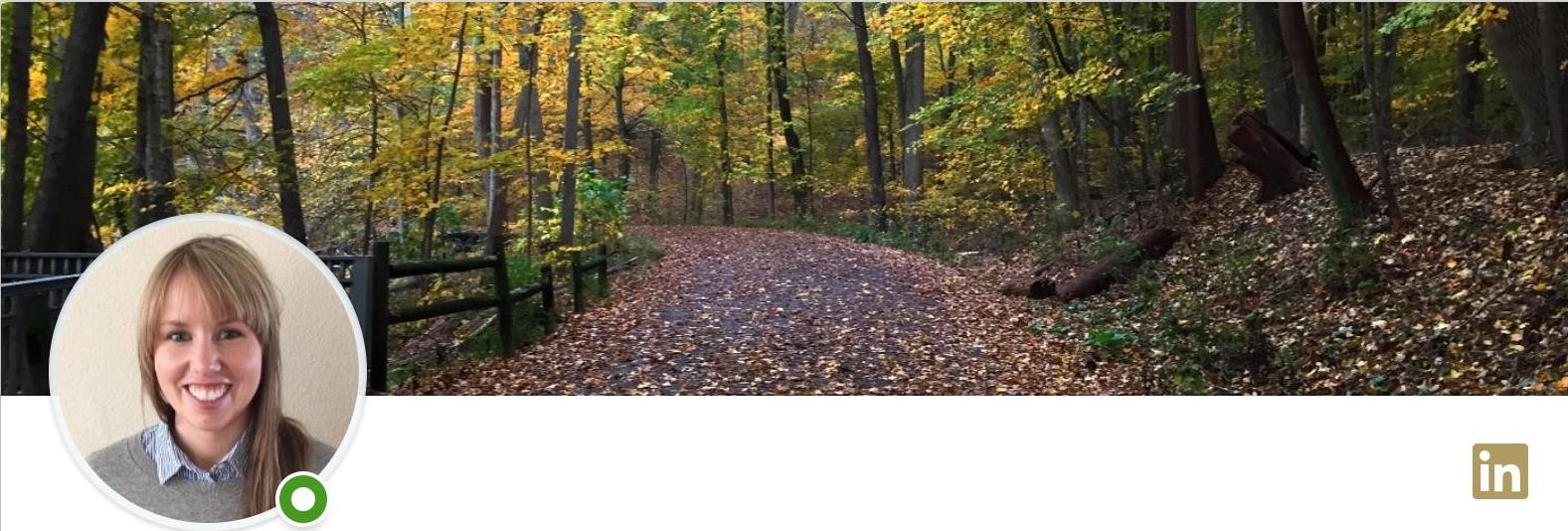
Birmingham, Alabama, United States · [Contact info](#)

104 connections

 2 mutual connections: Joey Barnett and Qin Wang

[Message](#) [More](#)

 University of Alabama at Birmingham



## Megan E. Vogel, Ph.D. • 1st

Research Fellow | Passionate about Discovering & Developing New Therapeutic Targets in Diseases  
Cambridge, Massachusetts

[Message](#)

[More...](#)



Vanderbilt University Medical Center



University of Cincinnati



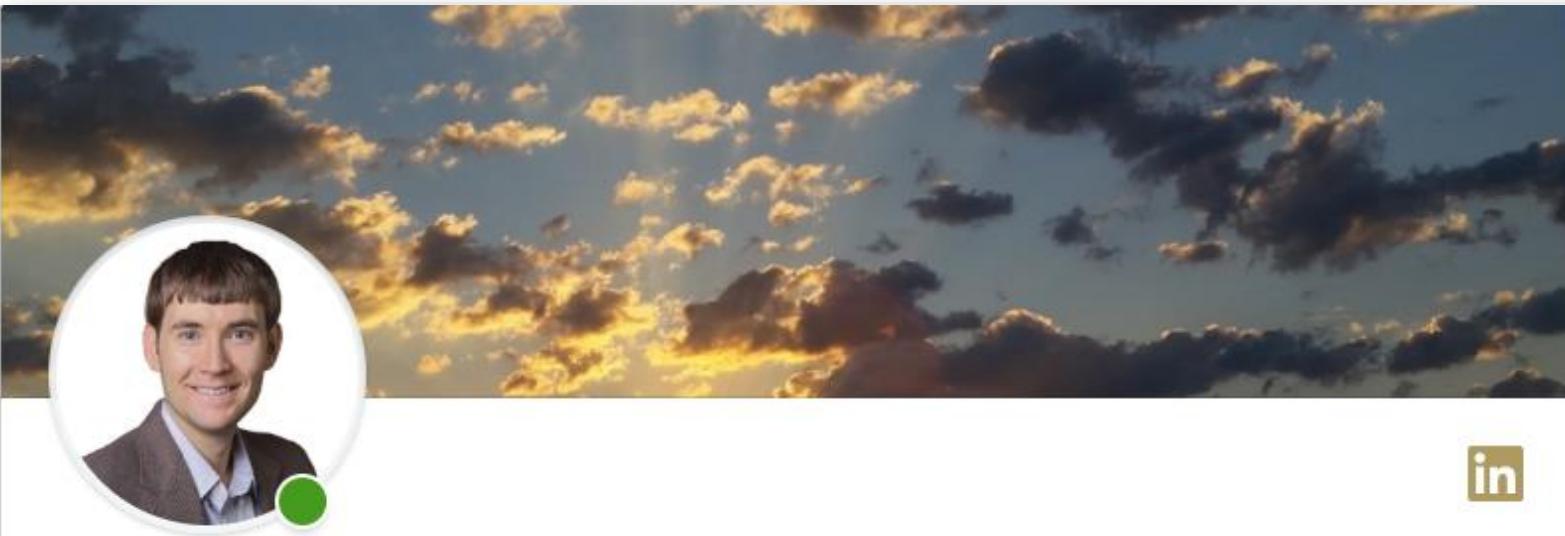
[See contact info](#)



[See connections \(251\)](#)

Ph.D. trained molecular and cellular scientist focused on translational medicine and studying pathways related to cardiometabolic and chronic inflammatory diseases. Experience using primary cell isolation, immunoassay development, cell-based signaling approaches, cellular and molecular cloning strategies, ...

[Show more ▾](#)



Chris Smith, PhD • 1st

Neuroscientist ★ Neuroimaging ★ Genetics ★ Individual Differences ★ Dopamine ★ Pharmacology ★ Addiction Research

Greater Nashville Area, TN

[Message](#)

[More...](#)



Vanderbilt University



University of North Carolina  
at Chapel Hill



[See contact info](#)



[See connections \(500+\)](#)

I am a neuroscientist interested in understanding how valuation and choice are encoded in the brain. Using behavioral genetic and neuroimaging techniques, I am investigating how preferences and subjective experience are shaped by the neural modulator dopamine. Understanding choice behavior and how it can go awry has implications for why individuals make irrational choices in their daily lives and the poor choices seen in psychopathologies like drug addiction.



Jessica Overstreet, PhD • 1st  
Lilly Innovation Fellow at Vanderbilt University  
Greater Nashville Area, TN

[Message](#)

[More...](#)

 Vanderbilt University

 Albany Medical College

 See contact info

 See connections (378)

My research is funded by the Lilly Innovation Fellowship Award (Eli Lilly) to investigate novel therapeutic targets underlying diabetic kidney disease through an academic-industry partnership [Mentors: Shannon Harlan, Ph.D. (Eli Lilly) and Ray Harris, M.D. (Vanderbilt University)]. I have expertise in delineating disease...



## Ashley (E.) Brady

Connector of People and Ideas | Assistant Dean of Biomedical Career Engagement and Strategic Partnerships

Nashville, Tennessee

Add profile section ▾

More...



Vanderbilt University School of Medicine



Vanderbilt University School of Medicine



See contact info



See connections (500+)

**SUMMARY OF QUALIFICATIONS** • Adept at building and managing professional relationships with internal and external stakeholders. • Efficient and with keen attention to detail when managing multiple projects and deadlines. • Experienced biomedical research scientist with expertise in molecular pharma...



New BRET course offers introduction to data science



Beyond The Lab: Ashley Brady, PhD

# Background Image

- Opportunity to make your profile stand out
- Choose something representative of you or personal
- Don't use copyrighted material!
- UnSplash, Pixabay, Pexels- royalty free images (others?)
- Vanderbilt has Flickr Sites available:
  - VU: <https://www.flickr.com/photos/digitalvu/albums>
  - VU Sch of Med: <https://www.flickr.com/photos/vusm/albums>
- Take your own: a vacation spot, the skyline, your lab bench, your favorite microscope, imaging data, coffee shop etc...

# Headline

- 120 characters
- Defaults to your current job title
- Personal branding opportunity
- Choose something interesting to catch people's eye
- Use key words!
- Capture some of your philosophy, life goals or passion

 **Diane A. Safer, PhD**  
Strategic Career Services Professional | Relationship Cultivator | Communications Specialist | Community Builder  
Connected 3 months ago

 **Mike Firmand**  
Employer Relations and Career Development in Higher Education  
Connected 3 months ago

 **Ben Studdard, MD**  
Nephrology and Healthcare Innovation  
Connected 3 months ago

 **Lauren A. Easterling**  
Curriculum Specialist | Career Developer for Grad Students and Postdocs | Advocate for Gender Minorities  
Connected 3 months ago

 **Jean-luc Doumont**  
Founding partner, Principiae  
Connected 3 months ago

 **Jessica Tracy, PhD**  
Biochemist - Research Scientist - Project Manager - CrossFit Enthusiast - Let's Connect! -  
Connected 4 months ago

 **Bethany L. Dale**  
Doctoral Candidate at Vanderbilt University Department of Molecular Physiology & Biophysics  
Connected 4 months ago

 **Eric Figueiroa**  
Ph.D. Candidate in Pharmacology at Vanderbilt University  
Connected 4 months ago

# About

- 2000 characters (including spaces) = appx 300-350 words.
- Tell your story (facts are in the “Experience” section below)
- Share values, passions and strengths
- Tell what you want to accomplish (goals)
- This is not as easy as it might seem; can take some time to write

## About

PhD candidate in Cell and Developmental Biology, specializing in the role of motor proteins in enterocyte development. Significant research experience in academia, excellent interpersonal communication skills, with an interest in pursuing biology within the context of public health policy.

## About

I love pushing boundaries - daring to ask the unknown and discover answers. My passion is all about understanding disease and finding new ways to cure or treat sick individuals. As a Postdoctoral Research Fellow in the Department of Medicine, Diabetes, Endocrinology, and Metabolism Vanderbilt University, I am committed to advancing our understanding of the pathophysiology of diabetes by studying intracellular signaling mechanisms controlling insulin and glucagon secretion and paracrine signaling in human islets.

# Experience



## Experience



### Scientist, Pre-Clinical Biology

Rhythm Pharmaceuticals Inc. • Full-time  
Aug 2020 – Present • 2 mos  
Boston, Massachusetts, United States



### Scientist

AnTolRx, Inc. • Full-time  
Jun 2019 – Jun 2020 • 1 yr 1 mo  
Greater Boston Area

- Conducted cellular and molecular experiments to support technology platform
- Led therapeutic programs in colitis and AAV, and assisted in multiple sclerosis and celiac disease programs
- Designed, optimized and established an in vitro system using human peripheral blood

### Postdoctoral Research Fellow



Vanderbilt University Medical Center  
Apr 2017 – Jun 2019 • 2 yrs 3 mos  
Greater Nashville Area, TN

Advisor: Kevin D. Niswender, M.D., Ph.D.

- Led and conducted genetic, cellular and molecular experiments to investigate human variants of the glucagon-like peptide-1 receptor (GLP-1R) provide protection against diabetes and

### Graduate Research Fellow



University of Cincinnati  
Jun 2011 – Mar 2017 • 5 yrs 10 mos  
Cincinnati, OH



## Postdoctoral Research Fellow

Vanderbilt University Medical Center  
Apr 2017 – Jun 2019 · 2 yrs 3 mos  
Greater Nashville Area, TN

Advisor: Kevin D. Niswender, M.D., Ph.D.

- Led and conducted genetic, cellular and molecular experiments to investigate human variants of the glucagon-like peptide-1 receptor (GLP-1R) provide protection against diabetes and cardiovascular disease
- Generated and edited vector constructs and engineered them into human cell lines
- Designed, optimized, and performed in vitro pharmacological assays to assess how the GLP-1R variants alter receptor coupling to downstream signaling pathways using reporter genes, fluorescence and ELISA assays
- Co-led project and studies focusing on discovering positive allosteric modulators (PAMs) of GLP-1R for pharmaceutical potential utilizing Functional Drug Screening System through collaboration with medicinal chemists in the Vanderbilt Center for Neuroscience Drug Discovery (VCNDD)
- Operated and maintained high-throughput automated screening equipment
- Collaborate with investigators in the Vanderbilt Division of Allergy, Pulmonary, and Critical Care Medicine on defining a novel mechanism by which GLP-1R activity downregulates immune responses to allergens in the setting of obesity
- Developed and performed in vitro assays to assess GLP-1R activity in human and mouse bronchial epithelial cells by transient transfections, reporter gene and fluorescence assays
- Participated in preparing and writing grant applications

[see less](#)



### Graduate Research Fellow

University of Cincinnati

Jun 2011 – Mar 2017 · 5 yrs 10 mos

Cincinnati, OH

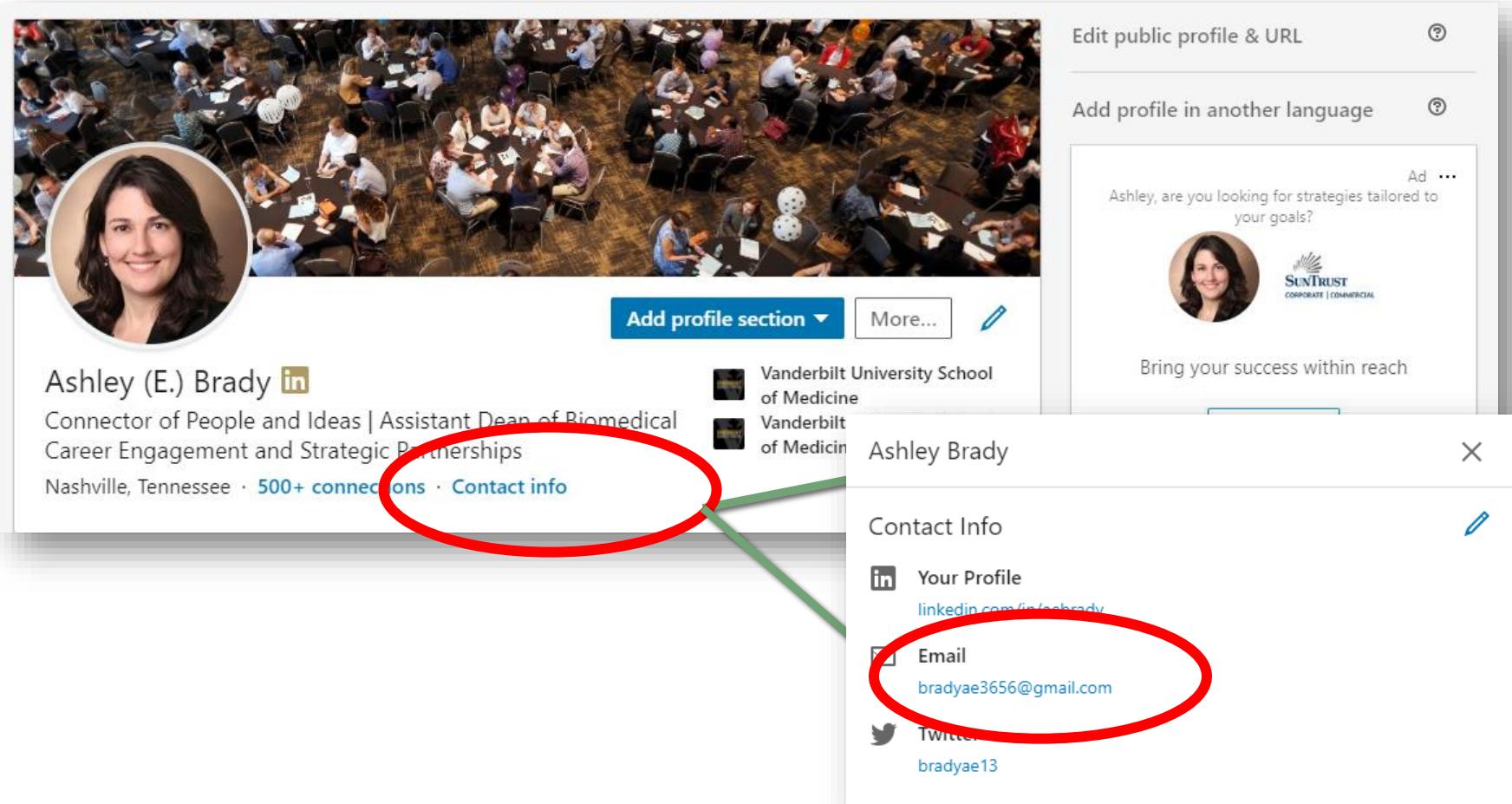
Ph.D. in Pathobiology and Molecular Medicine

Advisor: Stephen D. Zucker, M.D.

- Led and conducted cellular and molecular studies to investigate the role of VCAM-1 and ICAM-1 in the pathogenesis of atherosclerosis and ulcerative colitis and, to elucidate the molecular mechanisms underlying the protective effect of bilirubin
- Successfully established an in vitro system that mimics adhesion to and migration of monocytes and lymphocytes across isolated human endothelial cells
- Utilized in vivo mouse models to understand the physiological and pathophysiological roles of VCAM-1 and ICAM-1
- Collaborated to publish 3 peer-reviewed manuscripts
- Invited to present formal seminars and several posters at departmental, regional and national conferences

[see less](#)

# Use a permanent email address



Ashley (E.) Brady 

Connector of People and Ideas | Assistant Dean of Biomedical Career Engagement and Strategic Partnerships

Nashville, Tennessee · [500+ connections](#) · [Contact info](#)

**Vanderbilt University School of Medicine**  
Vanderbilt University School of Medicine

**Ashley Brady**

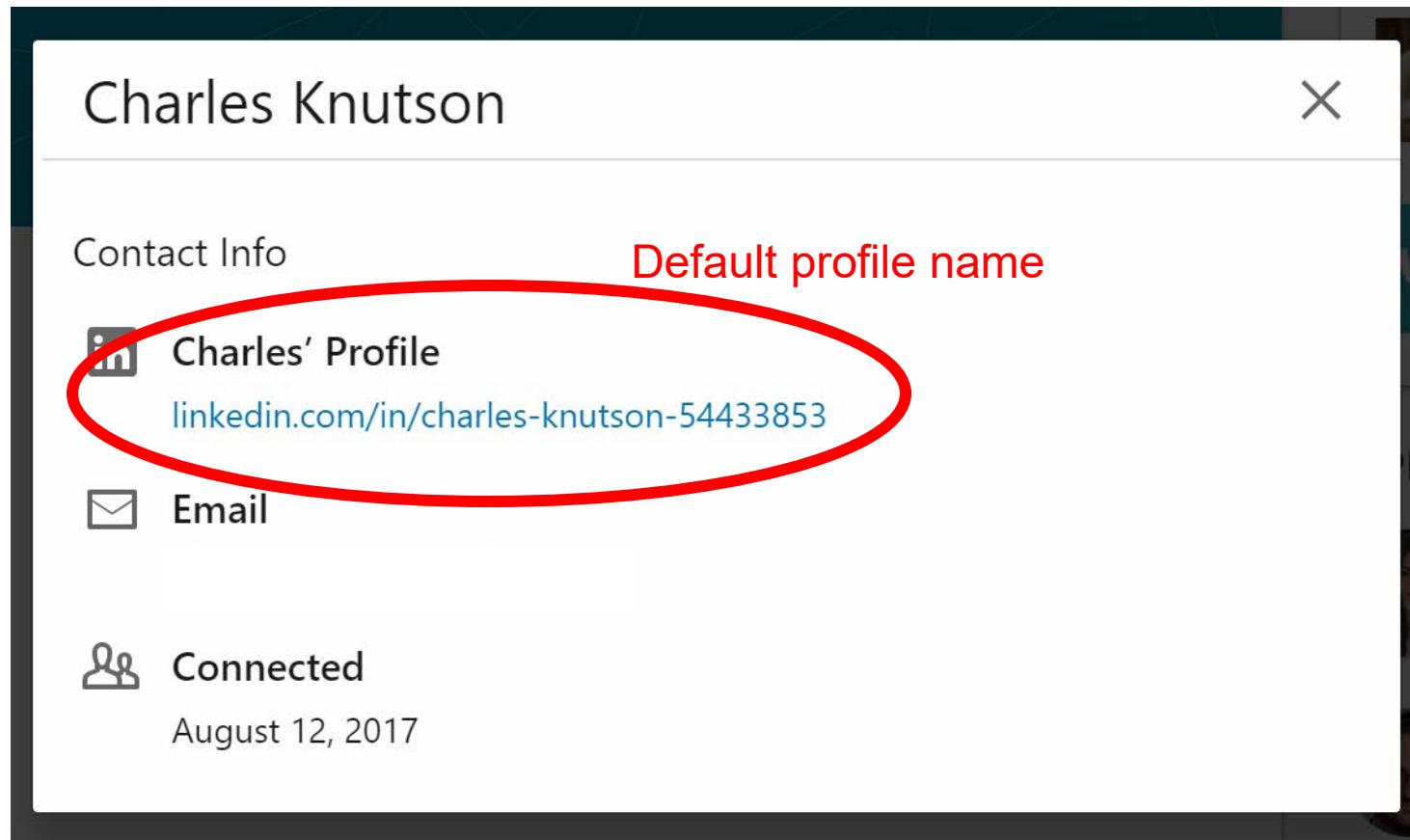
**Contact Info**

**Your Profile**  
[linkedin.com/in/abradyy](https://linkedin.com/in/abradyy)

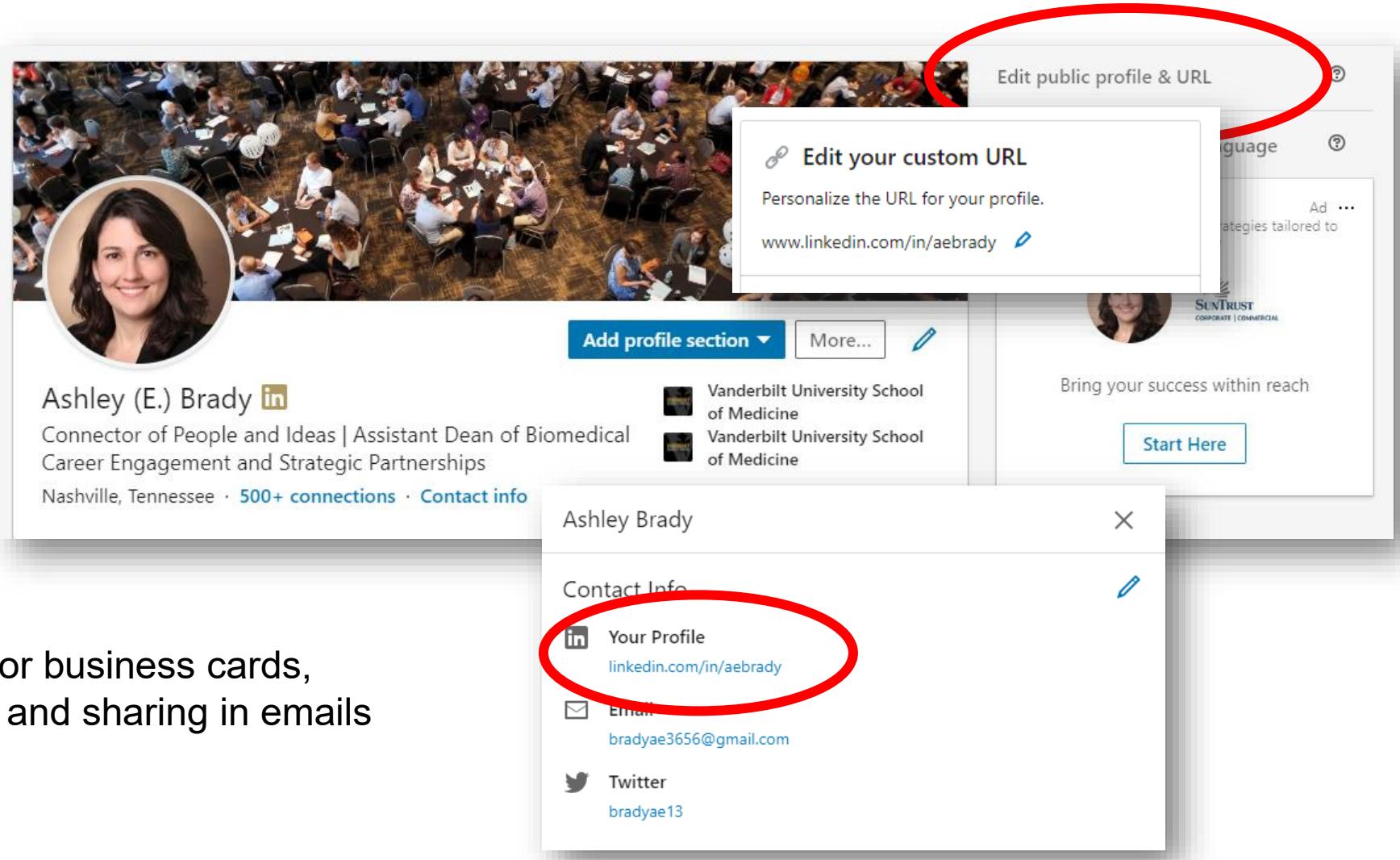
**Email**  
 [bradyae3656@gmail.com](mailto:bradyae3656@gmail.com)

**Twitter**  
bradyae13

# Claim your LinkedIn Profile URL



# Claim your LinkedIn Profile URL



Ashley (E.) Brady 

Connector of People and Ideas | Assistant Dean of Biomedical Career Engagement and Strategic Partnerships

Nashville, Tennessee · 500+ connections · [Contact info](#)

**Edit public profile & URL**

**Edit your custom URL**  
Personalize the URL for your profile.  
[www.linkedin.com/in/aebrady](http://www.linkedin.com/in/aebrady) 

**Add profile section ▾** **More...** 

 Vanderbilt University School of Medicine  
 Vanderbilt University School of Medicine

Bring your success within reach 

Ashley Brady 

**Contact Info** 

 **Your Profile**  
[linkedin.com/in/aebrady](http://www.linkedin.com/in/aebrady)

 **Email**  
bradyae3656@gmail.com

 **Twitter**  
bradyae13

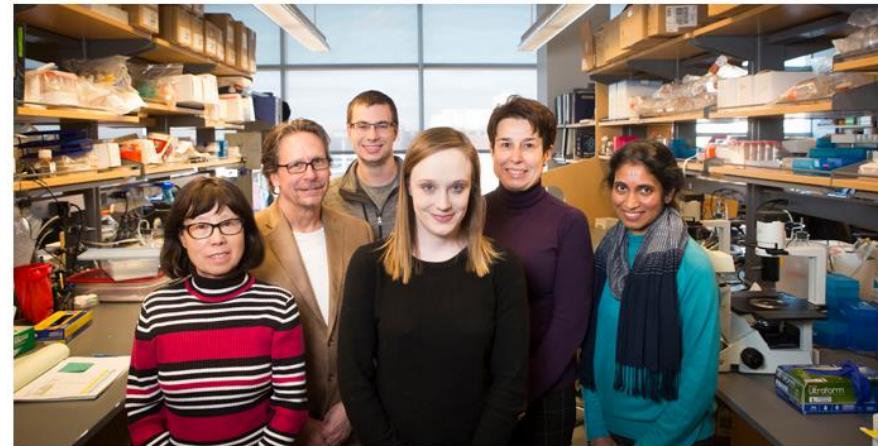
\* Better for business cards, resumes and sharing in emails

# Multi-media add-ons

- Videos
- Photos
- Slide sets
- PDFs (resume or poster etc...)
- News stories about you and your team (Reporter??)
- Be careful of manuscripts that are copyrighted

## Beta cell biomarker findings may speed diabetes research

Nov. 29, 2018, 9:44 AM



The team studying a biomarker for insulin-producing beta cells includes, from left, Chunhua Dai, MD, Greg Poffenberger, John Walker, Diane Saunders, PhD, Marcella Brissova, PhD, and Radhika Aramandla. (photo by Susan Urmy)

by Bill Snyder

Researchers at Vanderbilt University Medical Center have identified a biomarker for insulin-producing beta cells. Their [finding](#), reported this month in the journal *Cell Metabolism*, could lead to improved ways to study and treat diabetes.

\*\*Personal Branding– what are you an expert in?

# Three ways LinkedIn helps you connect



Build a professional online identity



Connect with people you know and build and develop your network



Research career paths, companies, and job opportunities

# Join Groups

LinkedIn Header: Home, My Network, Jobs, Messaging, Notifications, Me, Work, Learning

Search bar: Search for posts in this group

Group: BUSINESS INSIDER Premium - 'Big 4' salaries revealed: How much Deloitte, KPMG, EY, and PwC pay. Ad

Profile: Ashley Brady, Joined group: Aug 2011

Recent: Vanderbilt University Biome..., COVID-19: Road to Immunit..., Broadening Experiences in S..., Trees, maps, and theorems, Graduate Career Consortium...

Groups: Vanderbilt University Biome...

Engage Connect Discover

Vanderbilt University Biomedical Research Graduate and Postdoctoral Trainees and Alumni

Listed group

1,113 members (circled)

Including Kari Johnson and 377 other connections

Invite connections

See all

About this group

This LinkedIn group is for current and former graduate students and postdoctoral fellows who conducted biomedical research at

Start a conversation in this group

# Adding Connections

- Always add a note!

The image shows a LinkedIn profile page for Drew Harmata, PhD. A red arrow points from the 'Connect' button on the profile to a modal window titled 'Your invitation is almost on its way'. The modal contains a note: 'You can add a note to personalize your invitation to Drew Harmata, PhD.' It includes 'Add a note' and 'Send' buttons. Another red arrow points from the 'Send' button to a second modal window titled 'Add a note to your invitation'. This window contains a note: 'LinkedIn members are more likely to accept invitations that include a personal note.' A sample note is shown: 'Hi Drew, we met a few years back and never connected here. I would be really interested in learning more about the HCA Healthcare Research Institute and your work there- I'm in the career development office that serves VUW/LUMC biomed grad students and postdocs... you've been busy.' It includes a character counter '300 characters' and 'Send' and 'Cancel' buttons.

Your invitation is almost on its way

You can add a note to personalize your invitation to Drew Harmata, PhD.

Add a note Send

Drew Harmata, PhD · 2nd

Director at HCA Healthcare Research Institute

Nashville, Tennessee, United States · [Contact info](#)

500+ connections

61 mutual connections: Rigved Joshi, Joe Rolwing, and...

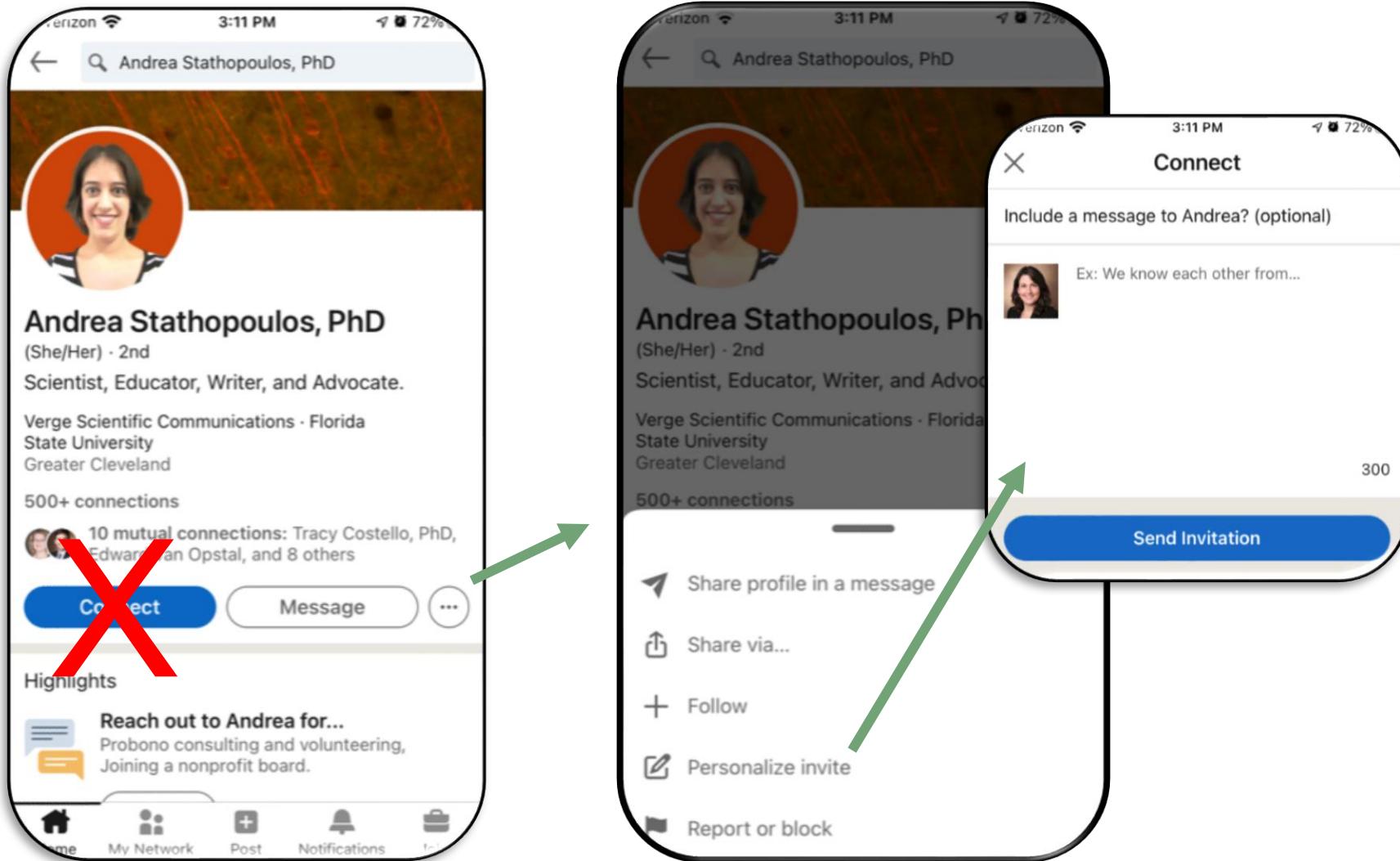
Connect Message More

300 characters

Cancel Send

Hi Drew, we met a few years back and never connected here. I would be really interested in learning more about the HCA Healthcare Research Institute and your work there- I'm in the career development office that serves VUW/LUMC biomed grad students and postdocs... you've been busy.

# On Your Phone- be careful!

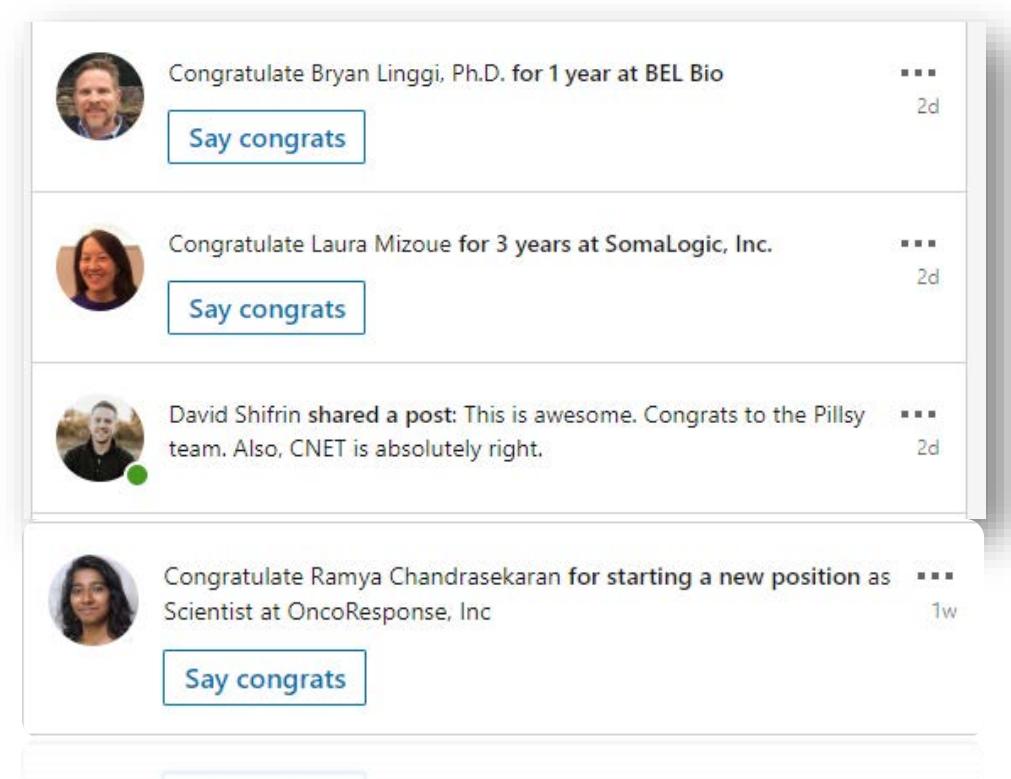


# Customizing your connection request

- Establish how you know the person or what you have in common.
- Explain why you want to connect.
- Be generous – offer to help them.
- 300 characters isn't much; keep it short and sweet. You can elaborate more via “message” once you connect

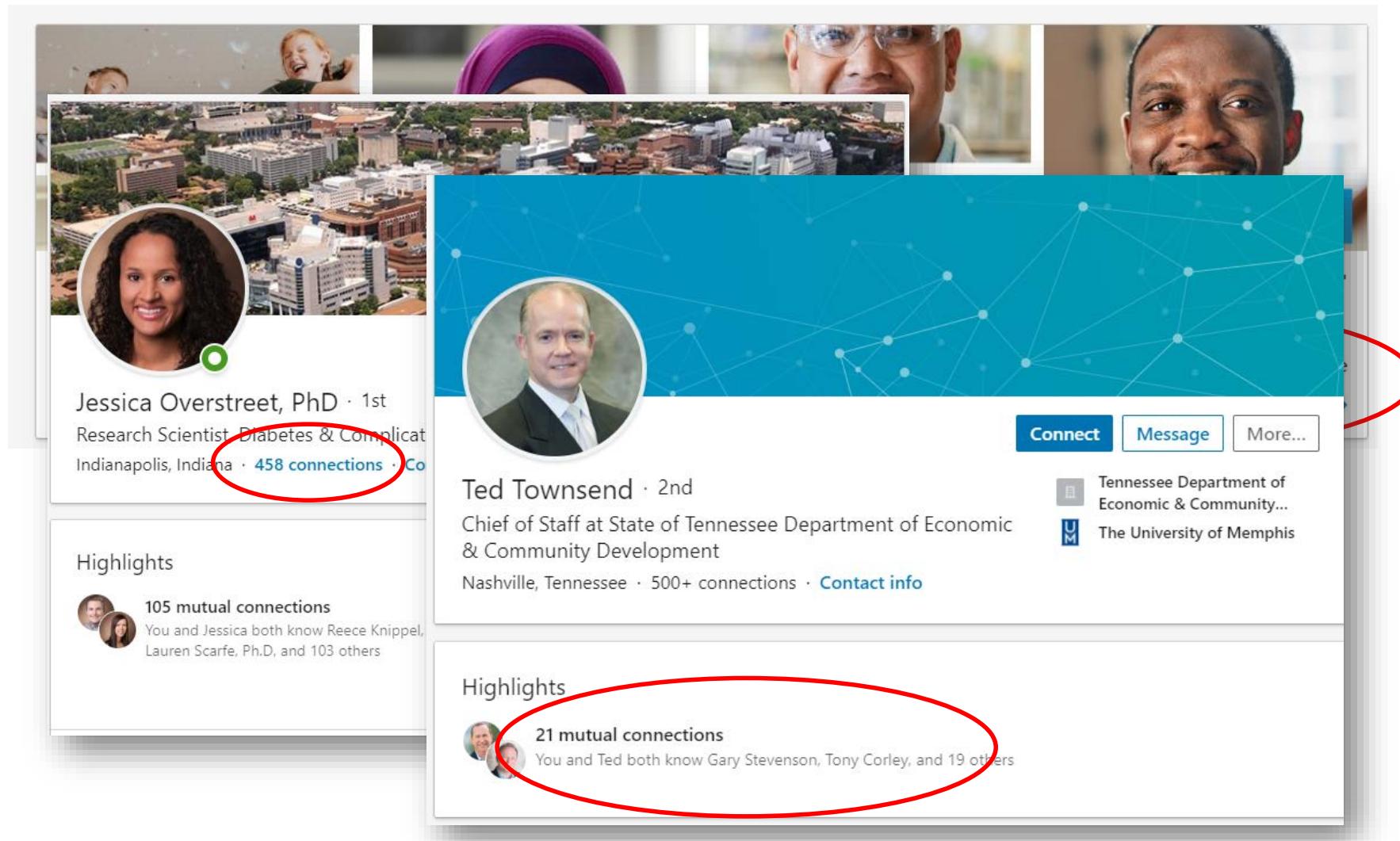
# Connecting on LI allows you to:

- See someone's full professional profile.
- See someone's email address
- Message someone via LinkedIn.
- Receive updates on career moves.
- Become a level closer to their connections



...and identify your potential network!

# Identify your potential network!



**Jessica Overstreet, PhD** · 1st  
Research Scientist, Diabetes & Complications  
Indianapolis, Indiana · 458 connections · Co

**Ted Townsend** · 2nd  
Chief of Staff at State of Tennessee Department of Economic & Community Development  
Nashville, Tennessee · 500+ connections · Contact info

**Highlights**

105 mutual connections  
You and Jessica both know Reece Knipfel, Lauren Scarfe, Ph.D, and 103 others

**Highlights**

21 mutual connections  
You and Ted both know Gary Stevenson, Tony Corley, and 19 others

Connect Message More...

Tennessee Department of Economic & Community...  
The University of Memphis

# More features: resume pdf

Janani Varadarajan (She/Her) • 1st  
Project Manager, Office of Biomedical Research Education & Training, Vanderbilt University  
Nashville, Tennessee, United States • [Contact info](#)

226 connections

62 mutual connections: Cain Vasiliver-Shamis, PhD, MBA, Kim Petrie, and 60 others

[Message](#) [More](#)

Share profile in a message [Save to PDF](#) Give Kudos Request a recommendation Recommend Following Remove Connection Report / Block

Ashley, you've connected!

You've both worked at Vanderbilt

Vanderbilt University  [Vanderbilt University](#)  
Purdue University  [Purdue University](#)

Ashley, Salesforce.org is hiring!

[Follow](#)

People also viewed

- Muthu Kumar • 3rd  
Plant Transformation Manager-Pipeline protocol development IGB-Crop... [Message](#)
- ananthi kuppan • 3rd+  
-- [Connect](#)
- Geetha Kumari R. • 3rd+  
Prosthodontist [Connect](#)
- Geetha Kumari • 3rd+  
Assistant Professor at M.S.Ramaiah Institute of Technology [Connect](#)
- NARENDRA KUMAR RAVI • 3rd+  
Logistics Assistant at Estran naptha chemical ltd

## Contact

[www.linkedin.com/in/drchristsmith](https://www.linkedin.com/in/drchristsmith)  
(LinkedIn)

## Top Skills

Neuroimaging  
PCR  
Research

## Honors-Awards

Faculty of 1000 Article  
Recommendation  
Postdoctoral National Research Service Award  
Predoctoral National Research Service Award  
Member of Runner-Up Team, 2017 Tech Venture Challenge

## Publications

Ovarian cycle effects on immediate reward selection bias in humans: a role for estradiol.

Nigrostriatal and mesolimbic D2/3 receptor expression in Parkinson's disease patients with compulsive reward-driven behaviors

Comprehensive interrogation of CpG island methylation in the gene encoding COMT, a key estrogen and catecholamine regulator

Individual differences in timing of peak positive subjective responses to d-amphetamine: Relationship to pharmacokinetics and physiology

COMT Val158Met Polymorphism Exerts Sex-Dependent Effects on fMRI Measures of Brain Function

# Chris Smith, PhD

Neuroscientist ★ Passionate about improving postdoctoral training ★ Advancing scientific workforce ★ Writer ★ Connector  
Nashville, Tennessee

## Summary

The work I am doing has the goal of training a scientific and biomedical workforce that is flexible and well-prepared to take on the challenges of the 21st Century. I am passionate about assisting graduate students and postdoctoral fellows in their professional development and career exploration. Ph.D. training can be useful in a variety of career areas and trainees need to appreciate the value they bring to an organization.

I also have an interest in writing/blogging about advances in science and healthcare for a general audience as well as about career and professional development resources for Ph.D. trainees.

Previously, I spent 10+ years conducting neuroscience research investigating the role of dopamine in reward, valuation, and decision making processes in the human brain.

## Experience

Vanderbilt University  
Postdoctoral Fellow  
August 2014 - Present

I am working in the Affective Neuroscience Lab (PI: David Zald) at Vanderbilt. I am interested in better understanding the role of dopamine in human motivation, reward processing, and decision making behavior.

Currently, I am investigating individual differences in subjective responses to the psychostimulant d-amphetamine in human participants and the role that dopamine signaling plays in mediating these responses.

We are investigating drug high/liking versus drug wanting and how these processes may engage similar or distinct structures in the brain.

We are using Positron Emission Tomography (PET) to investigate baseline D2/3 dopamine receptor availability, dopamine transporter availability, and

d-amphetamine-induced dopamine release as they relate to individual differences in age, sex, genetics, and personality traits.

Health: Further Contributing Writer/Blogger  
July 2018 - Present  
Greater Nashville Area, TN

I write general interest pieces on advances in the healthcare industry that I think would be of interest to a broad audience.

National Postdoctoral Association  
Contributing Writer, The POSTDOCKET Newsletter  
May 2017 - Present

Provide a variety of written pieces on best practices for career and professional development as well as insights on effective practices for institutional postdoctoral associations. Interviewed a variety of faculty and supporters of postdoctoral fellows.

[https://www.nationalpostdoc.org/page/postdocket\\_06184](https://www.nationalpostdoc.org/page/postdocket_06184)  
[http://www.nationalpostdoc.org/page/postdocket\\_05182](http://www.nationalpostdoc.org/page/postdocket_05182)

[http://www.nationalpostdoc.org/page/postdocket\\_05174](http://www.nationalpostdoc.org/page/postdocket_05174)  
[http://www.nationalpostdoc.org/page/postdocket\\_10173](http://www.nationalpostdoc.org/page/postdocket_10173)

[http://www.nationalpostdoc.org/page/postdocket\\_12174](http://www.nationalpostdoc.org/page/postdocket_12174)  
[http://www.nationalpostdoc.org/general/custom.asp?page=postdocket\\_02181](http://www.nationalpostdoc.org/general/custom.asp?page=postdocket_02181)

[http://www.nationalpostdoc.org/general/custom.asp?page=postdocket\\_03183](http://www.nationalpostdoc.org/general/custom.asp?page=postdocket_03183)

Vanderbilt Postdoctoral Association  
Junior Co-Chair  
August 2017 - July 2018 (1 year)

Equivalent to Vice President of our Postdoctoral Association at Vanderbilt.

Working to manage the development of programming for postdoctoral fellows to facilitate career/professional development and build a sense of community for them at Vanderbilt.

Vanderbilt Postdoctoral Association  
Treasurer  
August 2016 - July 2017 (1 year)

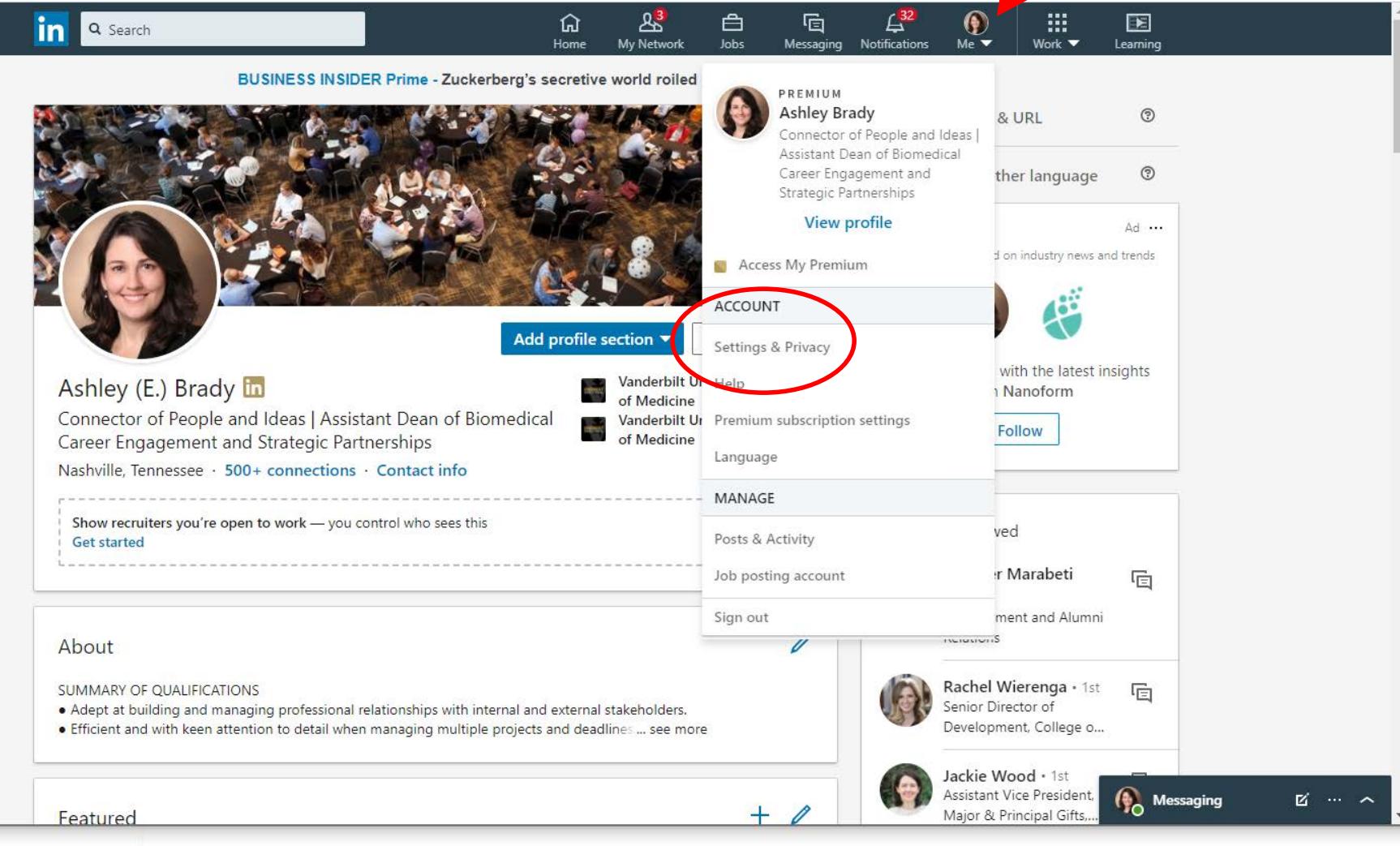
Oversaw construction of \$20,000 budget to support the Vanderbilt Postdoctoral Association's mission to provide educational, career

Page 2 of 3

Furman University  
Bachelor of Science (B.S.), Neuroscience - (2004 - 2008)

Greenwood High School  
(2004)

# Settings and Privacy



The image shows a screenshot of a LinkedIn profile page. At the top, there is a dark navigation bar with various icons: Home, My Network (with a red notification badge), Jobs, Messaging (with a red notification badge), Notifications (with a red notification badge), Me (with a red arrow pointing to it), Work, and Learning. Below the navigation bar, the profile page for "Ashley (E.) Brady" is displayed. The profile picture is a circular image of a woman with dark hair. The profile summary includes the title "Connector of People and Ideas | Assistant Dean of Biomedical Career Engagement and Strategic Partnerships" and the location "Nashville, Tennessee". There are 500+ connections and a "Contact info" link. A "Show recruiters you're open to work" section with a "Get started" button is also present. On the right side, there is a sidebar with sections for "ACCOUNT" (which includes "Settings & Privacy" highlighted with a red circle), "MANAGE" (with "Posts & Activity" and "Job posting account" options), and "Sign out". At the bottom of the page, there are "About" and "Featured" sections, and a "Messaging" button in the bottom right corner.

# Privacy and Communication Settings

## Privacy

- “How others see your Linkedin activity”
  - “Profile Viewing options” → “Private Mode”
    - Allows you to search and view others in “stealth mode”
    - “Sharing job changes, education changes...etc...”
- Job Seeking Preferences
  - can let recruiters know you are open to new opportunities
- “How others see your profile and network information”
  - Edit your Public Profile → Your profile’s public visibility → photo (connections only vs all LI members vs public (google-able))

## Communications settings:

- Err on the side of getting more and then dial back as needed. Verify the email is one you check regularly. You don’t want to miss if someone sends you a message or invites you to connect

# “Visibility: Visibility of your profile and network”

Account preferences

Sign in & security

Visibility

Visibility of your profile & network

Visibility of your LinkedIn activity

Communications

Data privacy

Advertising data

Have questions?  
[Visit Help Center](#)

## Visibility of your profile & network

Make your profile and contact info only visible to those you choose

**Profile viewing options**

Choose whether you're visible or viewing in private mode

Select what others see when you've viewed their profile

**Your name and headline**

 **Ashley Brady**  
Connector of People and Ideas | Assistant Dean of Biomedical Career Engagement and Strategic Partnerships  
Nashville, Tennessee | Higher Education

**Private profile characteristics**

 University Professor at Vanderbilt University School of Medicine

 Anonymous LinkedIn Member

**Story viewing options**

Choose whether you're visible or viewing in private mode

**Edit your public profile**

Choose how your profile appears to non-logged in members via search

# Sharing job changes, education changes...etc...

Account preferences

Sign in & security

Visibility

Visibility of your profile & network

Visibility of your LinkedIn activity

Communications

Data privacy

Advertising data

Have questions?  
[Visit Help Center](#)

**Blocking** See your list and make changes if you'd like Change

**Visibility of your LinkedIn activity** Make sure your network only sees the activity you choose to show

**Manage active status** Choose who can see when you are on LinkedIn Change

**Share profile updates with your network** Choose if your network is notified about key updates from your profile Close Yes

Should we notify your network when your profile is updated or upon work anniversaries?

Your profile updates can include job changes, education changes. [Learn more](#)

**Notify connections when you're in the news** Choose if your network is notified when you've been mentioned in an article or blog post Change Yes

**Mentions or Tags** Choose whether other members can mention or tag you Change Yes

**Followers** Choose who can follow you and see your public updates Change Everyone

# Communications

Account preferences

Sign in & security

Visibility

Communications

How you get your notifications

Who can reach you

Messaging experience

Data privacy

Advertising data

Have questions?  
[Visit Help Center](#)

## How you get your notifications

Controls to make sure you only get notified about what's important to you

**On LinkedIn**  
Received via LinkedIn web and app >

**Email**  
Received via your primary email >

**Push**  
Pops up on your device >

## Who can reach you

Manage who you'd like to get communications from

**Invitations to connect**  
Choose who can connect with you Change  
Everyone

**Invitations from your network**  
Choose what invitations you'd like to receive from your network Change  
On

**Messages**  
Allow select people to message you Change  
Open Profile

**Research invites**  
Choose if you want to get invites from LinkedIn to participate in research Change  
Yes

## Messaging experience

Choose how would you like LinkedIn to customize your experience

**Read receipts and typing indicators**  
Turn on read receipts and typing indicators Change  
Off

**Messaging suggestions** Change

# How others see your profile and network information

## Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



## Ashley Brady

Connector of People and Ideas | Assistant Dean of Biomedical Career Engagement and Strategic Partnerships  
Nashville, Tennessee, United States • 500+ connections

[Join to Connect](#)

## About

### SUMMARY OF QUALIFICATIONS

- Adept at building and managing professional relationships with internal and external stakeholders.
- Efficient and with keen attention to detail when managing multiple projects and deadlines.
- Experienced biomedical research scientist with expertise in molecular pharmacology, drug discovery and translational neuropharmacology.
- Proven record of success in securing independent funding from government and private foundations.
- Practiced and effective public speaker with ability to communicate with and teach a wide range of audiences.
- Proficient writer and editor of grant proposals, scientific manuscripts, website content, and multiple forms of written communication necessary to execute varied projects and initiatives.
- Skilled in working as a member of an interdisciplinary and highly collaborative team.

## Activity

**Edit your custom URL**  
Personalize the URL for your profile.  
[www.linkedin.com/in/aebrady](http://www.linkedin.com/in/aebrady)

**Edit Content**  
This is your public profile. To edit its sections, update your profile.  
[Edit contents](#)

**Edit Visibility**  
You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook. If you have added a LinkedIn creator card to your profile, then unselecting Public or hiding photos, headline, summary, or articles & activity will remove this feature from your profile.  
[Learn more](#)

Your profile's public visibility

**Basic (required)**

Name, number of connections, and region

**Profile Photo**

Only 1st-degree connections  
LinkedIn members directly connected to you.

Your network  
Your connections, up to three degrees away from you.

# Three ways Linkedin helps you connect



Build a professional online identity



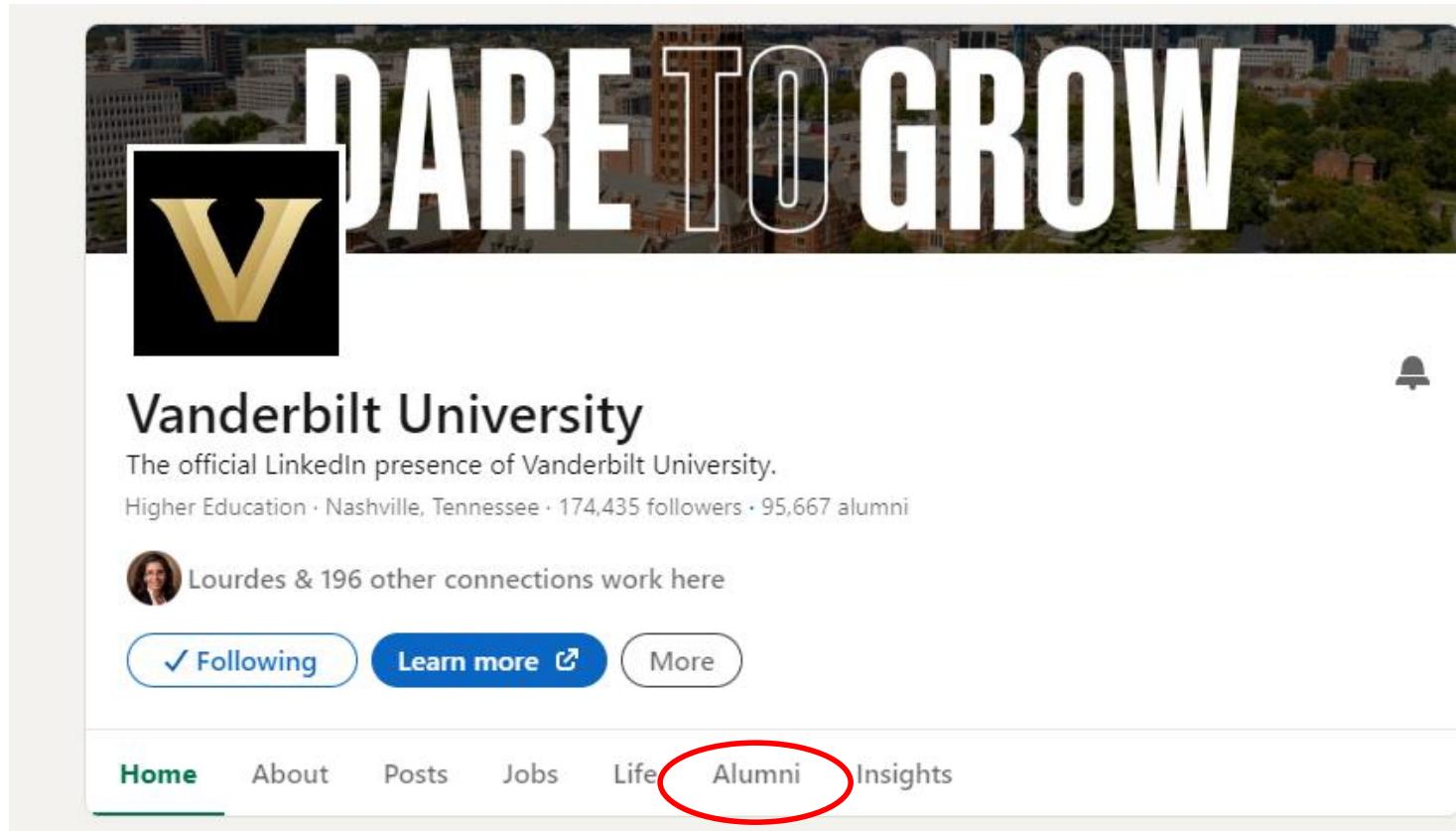
Connect with people you know and build and develop your network



Research career paths, companies, and job opportunities

# Research careers, companies, and job opportunities

- Linkedin Alumni tool
- Go to your school's Linkedin page



The image shows a screenshot of Vanderbilt University's LinkedIn page. At the top, there is a large banner with the text "DARE TO GROW" in white, overlaid on a background image of a city skyline. Below the banner, the university's logo, a stylized "V", is displayed. The page title "Vanderbilt University" is followed by the subtitle "The official LinkedIn presence of Vanderbilt University." Below this, it says "Higher Education · Nashville, Tennessee · 174,435 followers · 95,667 alumni". A profile picture of a woman is shown with the text "Lourdes & 196 other connections work here". At the bottom, there is a navigation bar with tabs: "Home" (which is underlined in green), "About", "Posts", "Jobs", "Life", "Alumni" (which is circled in red), and "Insights".

# 95,667 alumni



Search alumni by title, keyword or company

Start year

1900

End year

2023

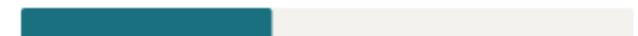
## Where they work

+ Add

2,987 | Vanderbilt University



1,224 | Vanderbilt University Medical Center



327 | Deloitte



307 | Google



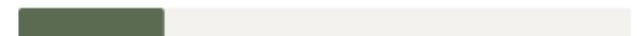
## Where they live

+ Add

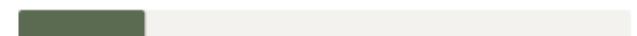
90,193 | United States



21,462 | Tennessee, United States



18,640 | Nashville Metropolitan Area



14,440 | Nashville, TN



V

11



11



8



7



Show more ▾



Find me on LinkedIn and connect!

\*\*\*\*\*

**CV/Resume & Advising:**  
We can also help with LI profiles

<https://docs.google.com/forms/d/e/1FAIpQLSdUp9E67I3JT2348QPmMAaRvvGJAuW98BL8QpXWDa7FtBEFUg/viewform>

ashley.brady@vanderbilt.edu

# THANK YOU!

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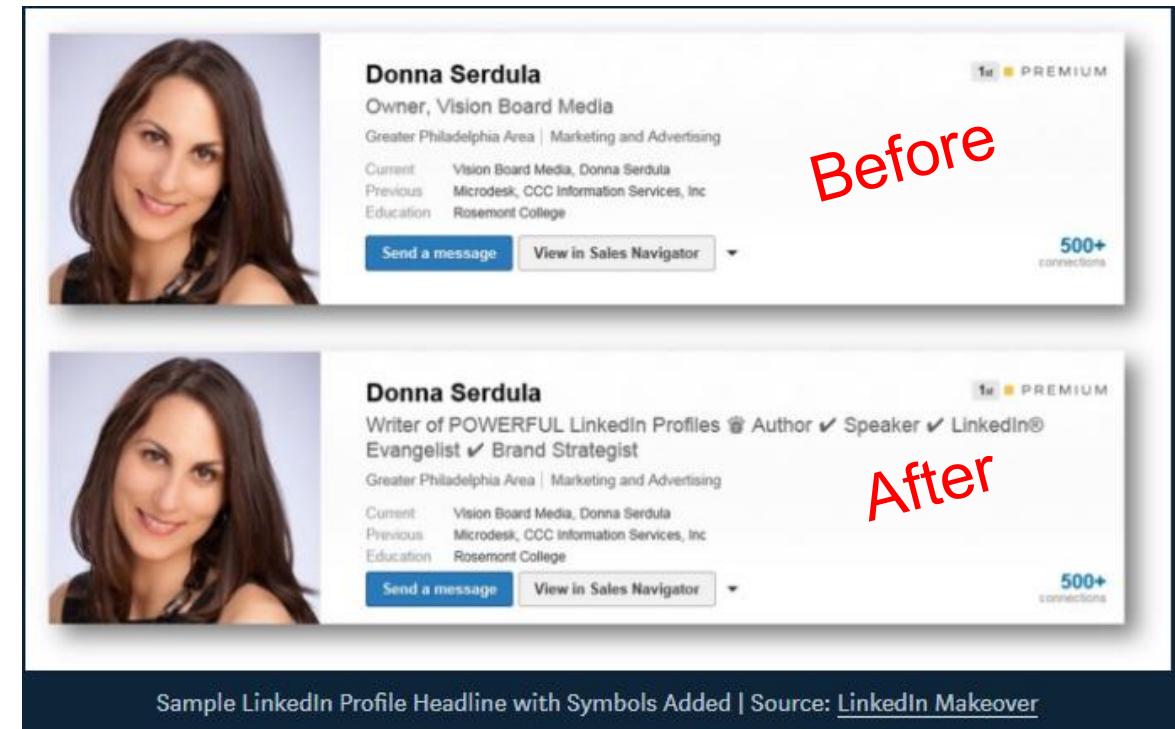
ashley.brady@Vanderbilt.edu

# Linkedin Resources

- Examples of “About” summaries: <https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7-linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>
- What to Say and How to Say It Tips: <https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7-linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own#whattosay>
- 5 Templates That'll Make Writing the Perfect LinkedIn Summary a Total Breeze:  
<https://www.themuse.com/advice/5-templates-thatll-make-writing-the-perfect-linkedin-summary-a-breeze>
- How to Write a LinkedIn Summary (About Section): Examples and Tips:  
<https://www.jobscan.co/blog/linkedin-summary-examples/> (this has some good info, and examples, but beware, it's an infomercial that I don't necessarily endorse)
- How to write the Perfect Headline: <https://www.forbes.com/sites/williamarruda/2018/05/08/how-to-write-the-perfect-headline-for-your-linkedin-profile/#734dd3771e8a>

# Adding symbols to your LinkedIn

- Can add interest, make you stand out or draw attention to a particular area
- Don't overdo it (1-2 symbols max)
- Can appear different across devices \*\*
- <https://www.linkedin.com/pulse/symbols-making-your-linkedin-profile-stand-out-karen-tisdell/>
- <https://medium.com/digital-marketing-lab/adding-bullet-points-and-symbols-to-your-linkedin-profile-594c5d91f839>



The image displays two LinkedIn profile screenshots of Donna Serdula, side-by-side, illustrating the 'Before' and 'After' results of adding symbols to her headline. Both profiles show her professional photo, name, title (Owner, Vision Board Media), location (Greater Philadelphia Area | Marketing and Advertising), and connection count (500+). The 'Before' profile shows a standard headline. The 'After' profile shows a headline where the word 'POWERFUL' is preceded by a checkmark symbol (✓) and followed by a registered trademark symbol (®).

**Before**

**Donna Serdula**  
Owner, Vision Board Media  
Greater Philadelphia Area | Marketing and Advertising  
Current: Vision Board Media, Donna Serdula  
Previous: Microdesk, CCC Information Services, Inc.  
Education: Rosemont College

**After**

**Donna Serdula**  
Writer of **POWERFUL** LinkedIn Profiles ✓ Author ✓ Speaker ✓ LinkedIn® Evangelist ✓ Brand Strategist  
Greater Philadelphia Area | Marketing and Advertising  
Current: Vision Board Media, Donna Serdula  
Previous: Microdesk, CCC Information Services, Inc.  
Education: Rosemont College

Sample LinkedIn Profile Headline with Symbols Added | Source: [LinkedIn Makeover](#)