

Linguistics Career Launch 2024
Career Management Session 4 of 5

Informational interviewing: *Your best job research tool*

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Linguistics Career Launch 2024 Career Management Sessions

1. Networking for introverts
2. Creating & tailoring an effective resume
3. Informational interviewing
4. **Leveraging LinkedIn**
5. **Salary & benefits: Negotiate like a pro**

Alexandra Johnston, PhD

- **Faculty instructor** *Career Management for Linguists* 2018-present: 3-credit, semester-long course for linguistics graduate students @ Georgetown University
- **Global talent development consultant**: 15+ years, delivering professional development to corporate, government, nonprofit and higher ed clients. *I've grown to love LinkedIn and you might, too!*



Agenda

- LinkedIn: Do I HAVE to?
- How can I set up my profile?
- How can I use LinkedIn to build relationships authentically?
- Let's dive into that research database I call LinkedIn and have some fun
 - How I can use it for research and career discernment?
 - How can I apply some rapid discourse analysis on the biggest corpus of resumes the world has ever seen?



How can I keep professional relationships going authentically?

They've accepted your LinkedIn invitation. Now what?

Five ideas for future **SINCERE** touchpoints:

1. **You interact with one of their posts/comments by “reacting” and/or commenting**
 - Use your own words. The GenAI tool will give you suggestions that sound like everybody else
2. **You took action on something they posted about** and it worked out! Tell them about it in a comment or in a LI message and express gratitude
3. **You connected with someone in their network** or they otherwise served as a ‘bridge person’ for you. Tell them how that new connection was helpful to you (include a detail or two) and how you’ll move forward. Thank them!
4. **You experience a milestone**
 - You graduated. You accepted a job offer. You moved. You’re establishing yourself in a new career area or geographical area. You’re embarking on a new project. You’re seeking a job transition.
5. **You come across a resource that might interest them** or made you think of them.

Connect with me:

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