
Staying Engaged Beyond Graduation

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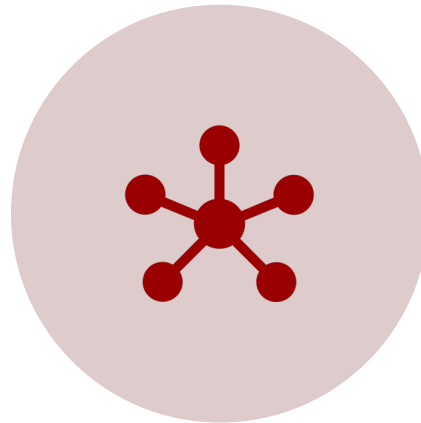
Engagement is a measure of the enthusiasm, emotional connection, and dedication individuals have to their organization and its mission.



Why Join Professional Organizations/Communities?



FIND GREAT, PRE-VETTED FUTURE
EMPLOYEES



A NETWORK TO HELP AND SUPPORT
YOU WHEN YOU ARE READY FOR
YOUR NEXT CHALLENGE



PROVIDE CONTINUOUS LEARNING IN
YOUR AREA OF EXPERTISE AND GIVE
BACK TO YOUR COMMUNITY

Choose an organization that fits with your goals and career

Establish connections

Volunteer for a leadership role to deepen connections

Publish an article or present a topic

How can you effectively establish connections?

- Offer help
- Greet new arrivals at events
- Build a strong elevator pitch for the occasion – own it
- Ask other about their journeys, current industry trends, and challenges they are facing
- Remember – keep a journal if needed
- Create an excuse to follow up

How you can successfully build community online



Stay

Stay engaged – you cannot build community if you let it stagnate

Share

Share your successes and challenges

Respond

Respond to others who share their successes and challenges

Offer

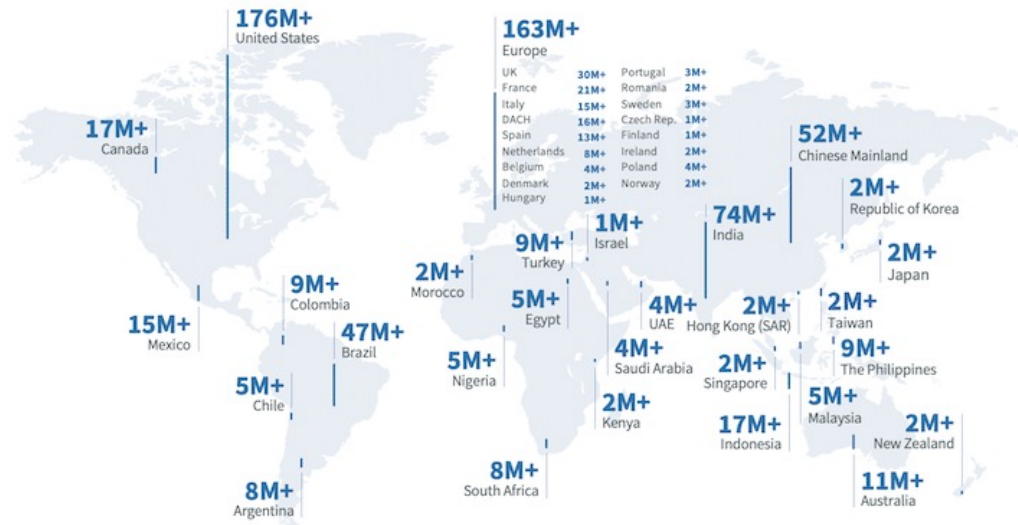
Offer help

Where do I know that person from??



Why use LinkedIn?

Nearly 740 million members in 200 countries and regions worldwide



- Although other tools may take its place in the future, today, LinkedIn is the best tool for professional connections.
- Some statistics:
 - 40% of active users access it on a daily basis, clocking up over 1 billion interactions every month.
 - Average use is 17 minutes per month
 - 50% of college graduates in the US are LinkedIn users, while the site engages with only 9% of people whose education doesn't surpass high school.
 - 44% of LinkedIn users take home more than \$75,000 per year.
 - The US has the most LinkedIn users at 176 million, however over 75% of LinkedIn users are from outside of the US.
 - LinkedIn is more popular with men, who comprise 57% of its users base.
 - Millennials make up over 60% of LinkedIn's user base, with 11 million of the 87 million millennials in decision-making positions.

Tips for a LinkedIn profile

- When listing MEM add "the engineer's MBA" somewhere in the listing to ensure you are found when users are searching for MBA's
- Determine how you want to connect: Do you want to connect:
 - with anyone who wants to connect with you?
 - with only those who you 'know' professionally?
- Align your profile to your professional goals
- Don't add too much detail; you want just enough to 'place' you in the reader's mind

You can stay engaged in the MEM community by...



Participate

Participating in Residency and social events



LinkedIn MEM Group

Using the MEM LinkedIn group to build a connection with other MEM students and alumni



Organize

Organizing social events with your fellow students



Alumni Group

Searching out MEM alumni and students in your hometown and get together



Help

Helping other "MEMbers"



Excel

Actively participating in class: answer questions, use your microphone/camera, set up study groups, other ideas?

How to use hashtags on LinkedIn

- Put hashtags at the end of your post
- LinkedIn recommends three hashtags: two broad, one niche
- Hashtags do not work if embedded in a comment or article
- **We are starting a new hashtag for MEM:** add our hashtag to your posts if you want to also share with other MEM students and alumni
 - Other useful broad tags: #leadership, #engineeringmanagement
- Check out [this article](#) for more tips.

Let's get started by building the MEMbers community!

Step One

- Find your profile name by clicking on the 'contact info' under your name on your profile page.
- Put your LinkedIn name in the chat to have others here connect with you.

Step Two

- Search for 'UW-Madison Master of Engineering Management' to join the MEMbers group.
- Reply to Rebecca Jamieson's post about professional successes to get the conversation going.

