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LinkedIn Groups: Building a community to create real connections to benefit students and alumni in Fashion and Textiles

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LINKEDIN GROUPS :

BUILDING A COMMUNITY TO CREATE REAL CONNECTIONS
TO BENEFIT STUDENTS AND ALUMNI IN FASHION AND TEXTILES



AGENDA


Introduction


Getting Started


Discover


Participate


INTRODUCTIONS: PROJECT TEAM





Jo Conlon
Senior Lecturer at University of Huddersfield
University of Huddersfield • University of Manchester - Institute of Science and Technology
Huddersfield, United Kingdom • 500+ 




Palveshah Ashruff • 1st
Merchandising Admin Assistant/Stock Allocator at Bonmarche
Bonmarche • The University of Huddersf...
Bradford, United Kingdom • 73 



Andrew Taylor • 1st
Senior Lecturer at University of Huddersfield
University of Huddersfield. School of Art, Design & Architecture • The University of Huddersf...
Huddersfield, United Kingdom • 324 



Laura Bird • 1st
Careers Adviser (Team Leader) at University of Huddersfield
University of Huddersfield • The University of Huddersf...
Huddersfield, West Yorkshire, United Kingdom • 486 

Conlon, Jo (2014) Graduate Career Pathways: case studies to inspire undergraduate career development planning. <http://eprints.hud.ac.uk/id/eprint/19519/>

POWER OF NEAR PEER ROLE MODELS

Graduate Success Stories



Kate Jackson
Buyer – Next
Graduated 2007



Graduate Success Stories

Leighana Auxilly
Head of Brands – F&F
Graduated 2010



Graduate Success Stories



Alison Steel
Buyers Admin at ASOS.com
Graduated 2012



INSPIRING UNDERGRADUATES & VISITORS TO THE COURSE WITH WALL MOUNTED ALUMNI PROFILES IN F&T BUYING STUDIO: 2015



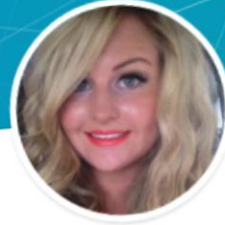
STARTING POINTS: CONNECTING WITH & PROMOTING OUR HIGH PROFILE GRADUATES



Jordan Coventry • 1st
Junior Buyer - Formal Shirts at Topman
Topman • The University of Huddersf...
London, United Kingdom • 325



Kate Jackson • 1st
Buyer - Kurt Geiger
University of Hudd...
United Kingdom



Jennifer Smith • 1st
Buying Assistant David Jones, Sydney Australia
David Jones • The University of Huddersfield
Sales, Australia • 500+



Eman Bari • 1st
of Fashion and Textile Buying Ma
The University Of Huddersfield



Carina Harrison • 1st
Brand Manager at Global Brands Group
Global Brands Group (A member of the Fung Group) • The University of Huddersf
Greater New York City Area • 431



Alison Steel • 1st
Buyer at Zalando SE
Zalando SE • The University of Huddersfield
Highshain, Berlin, Germany • 270



Monika Januszkiewicz • 1st
ctors of 3D Body Scanning (3DBS) Data Presentation and Service
Interaction' University of Manchester

LINKEDIN - FIRST YEAR YEAR 2016/17 PROFILES & YEAR 2 PLM INDUSTRY COLLABORATION PROJECTS & INDUSTRY SPEAKERS



Remy Martin • 1st

Fashion and Textile Buying Management Student at The University of Huddersfield
The Plough • The University of Huddersfield
Huddersfield, United Kingdom • 144

Message

Student currently looking for summer experience in the fashion industry.

Through out my first year of University I have gained many skills which include the ability to use softwares such as Adobe Bridge, Adobe InDesign and Flex PLM, as well as this I have gained valuable understanding and knowledge of Marketing and the Fashion Industry. I have a blog of which I document my learning processes this shows the improvement in my skills and both an insight into my personality and degree.



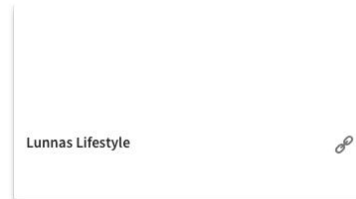
Amber Darby-Lunn • 1st

Student at The University of Huddersfield
JD Sports Fashion plc • The University of Huddersfield
Wakefield, United Kingdom • 500+

Message

Experienced Retail Associate with a demonstrated history of working in the retail industry. Skilled in Trend Analysis, Customer Service, Sales, Retail, and Communication. Strong sales professional with a fashion and textile buying management focused in fashion buying from The University of Huddersfield.

Media (1)



See less



Laura Day • 1st

Fashion Buying Student at The University of Huddersfield
The University of Huddersfield • The University of Huddersfield
Huddersfield, United Kingdom • 319

Message

I am a first year student at the University of Huddersfield studying Fashion and Textiles Buying Management.

I previously worked part time at TK Maxx as a sales associate, in this role I have gained valuable skills in merchandising, customer service from working on fitting rooms and tills. I have learnt skills that will help me progress in the future as a fashion buyer.

I have worked for a variety of retail establishments TK Maxx, Clinton Cards and Central England Co-operative over the past 1/2 years; gaining valuable experience and skills.

I am working towards gaining further experience and knowledge in retail, buying, merchandising and marketing for my chosen career in fashion buying.

I elected myself to be a part of the student panel as a tutor representative for my course. Within this role I attend meetings with other students, staff and panel members at the university. I also put forward any changes, considerations and complaints to be made aware of to university staff for the problems and issues to be resolved. This role is important for myself and for the university, I have learnt valuable skills from this role, for my time at university and more importantly my future in my fashion career.

I work as a student ambassador for University of Huddersfield. Gaining skills in promotion, communication, public speaking, presentation skills and interpersonal skills.

LINKEDIN LAB

- Introduction **then hands-on** introduction to LinkedIn
- Developing a good LinkedIn profile – **start term 1 / year 1**
- Profile – Research – Network
- Researching Companies – importance of commercial awareness
- Developing your networks –the alumni tool
- Finding jobs and internships –LinkedIn jobs
- Shared resources from the Careers Service
<http://www.pearltrees.com/employableme/linkedin/id18132003#1140>
- Get in touch with your [link Careers Adviser](#) for support

University of
HUDDERSFIELD
Inspiring tomorrow's professionals

LinkedIn Lab (Beginners)

Laura Bird
Careers Adviser (International)
Careers and Employability Service

Inspiring tomorrow's professionals

THE AWARDS
AWARD WINNER
UNIVERSITY OF THE YEAR

2012
UNIVERSITY AWARDS
Winner 2012

THE AWARDS
WINNER
2012
Entrepreneurial University of the Year



University of
HUDDERSFIELD
Inspiring tomorrow's professionals

LinkedIn Overview

L1. Fashion and Textile Buying Management


Laura Bird
Careers Adviser (International)
Careers and Employability Service

Inspiring tomorrow's professionals

THE AWARDS
AWARD WINNER
UNIVERSITY OF THE YEAR

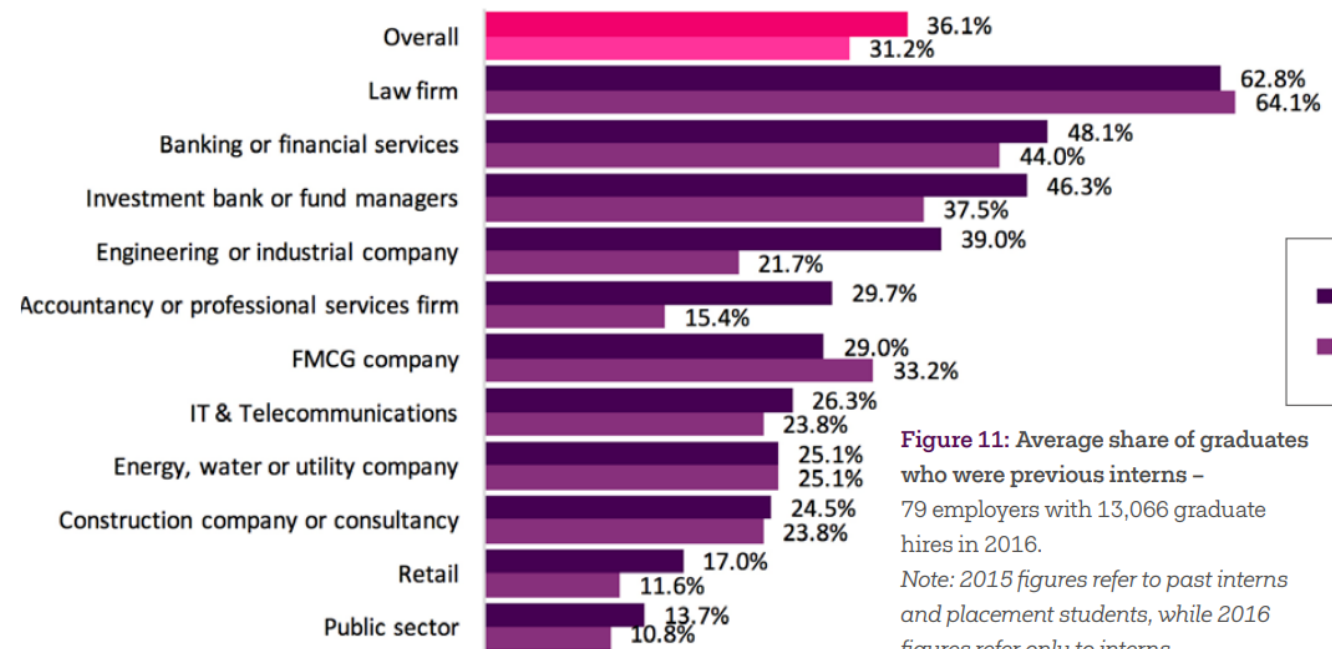
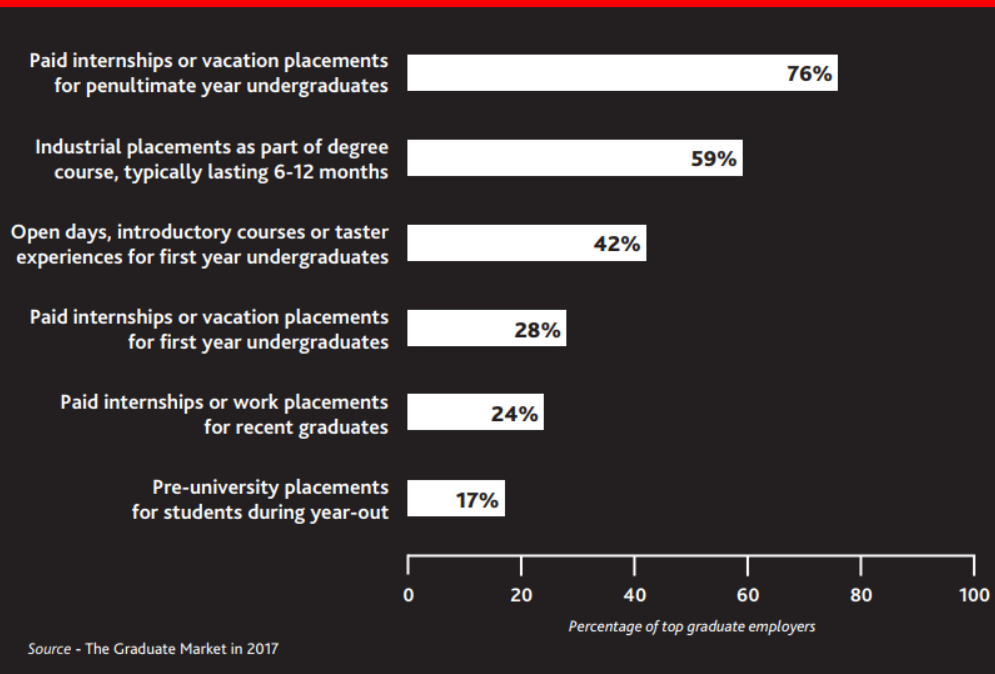
2012
UNIVERSITY AWARDS
Winner 2012

THE AWARDS
WINNER
2012
Entrepreneurial University of the Year



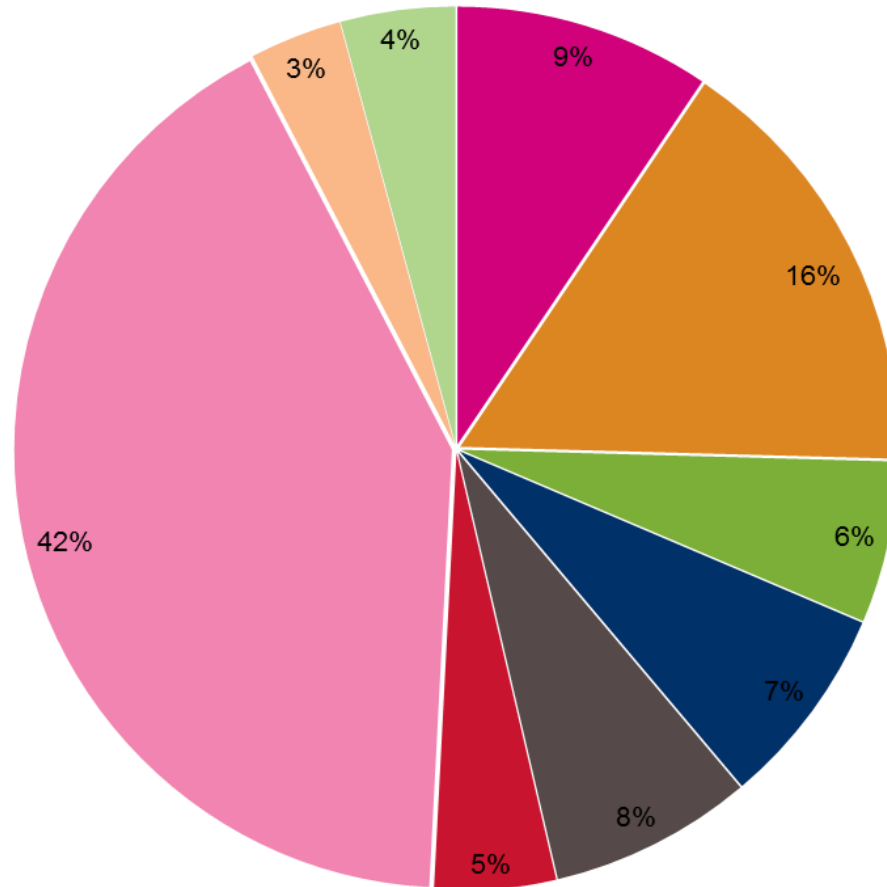
WHY START WITH FIRST YEARS?

Chart 4.2 Type of Work Experience available at the UK's Top Employers in 2017



The share of graduates who are previous interns is now 36% on average, up from 31% in 2015 (AGR Annual Survey 2016)

HOW DID YOU FIND YOUR LAST JOB?



- Job advert on company website
- Job advert on a general vacancy site (e.g Monster, TotalJobs, etc.)
- Job advert on a specialist vacancy site (e.g. jobs.ac.uk, PersonnelToday, Marketing Week, etc.)
- Through a recruitment agency
- Internal job within my organisation
- Speculative application to a company (no job advertised)
- **Through your personal or professional network (friends, family, colleagues, etc)**
- Through online social networks (LinkedIn, Twitter, etc)
- Head-hunted by an organisation

Why LinkedIn?



The University of Huddersfield Career Insights

Change university

Attended to

Search alumni by title, keyword or company

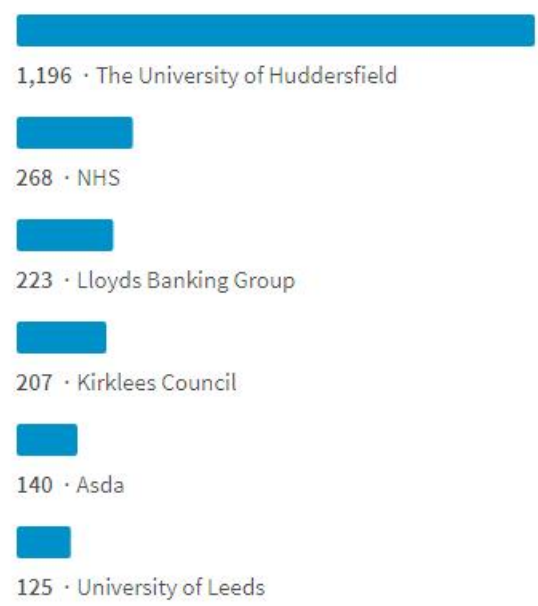
Previous Next

58,308 alumni

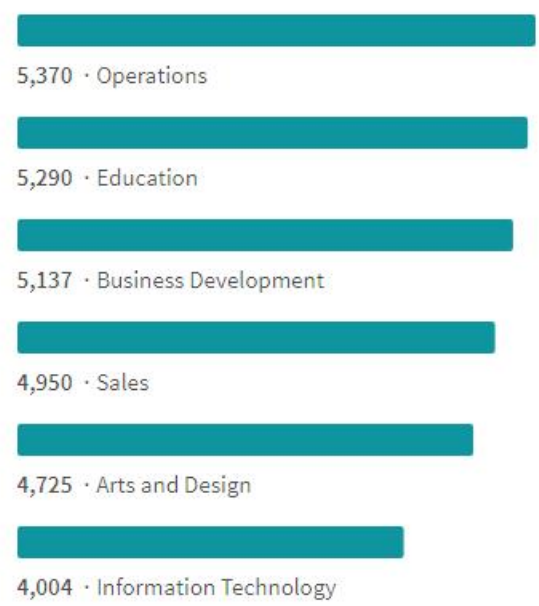
Where they live + Add



Where they work + Add



What they do



HOW LINKEDIN CAN HELP WITH GRADUATE OUTCOMES DATA

- The way graduate destination statistics (previously DLHE) are to be collected is changing.
- Survey point will move from 6 months to 15 months
- 2016/17 graduates are the last cohort to be surveyed under existing model.
- Institutions responsible for providing contact details of graduates to HESA for new survey.
- HESA currently putting together survey specification and are minded to provide the option of allowing providers to return a **LinkedIn profile** address.
- This data is a key metric for the TEF

<https://www.hesa.ac.uk/blog/31-08-2017/defining-graduate-outcomes>

DISCOVER – HOW & WHY TO JUMP IN

- Social media plays a big role in establishing your presence in the industry
- Not appealing to creatives but encourages new means of displaying work
- “... but don't I need to have a job first?”
- Overcoming the fear of putting yourself out there



Job hunting and social media

Daniel Higginbotham, Editor | June, 2017

- Why you should build a personal brand
- How employers use social media to screen applicants
- The benefits of engaging with employers on social media
- 5 tips for creating a professional LinkedIn profile
- 3 tips for getting a job through Facebook
- How to use Twitter for job hunting

Using online platforms such as Facebook and LinkedIn to create profiles and engage in networking is an effective way to impress employers and boost your chances of landing a job

With High Fliers' *The Graduate Market in 2017* report confirming that graduate recruiters continued to increase their use of social media during 2016/17, there are no excuses not to be well-connected - as you could end up losing out on opportunities.

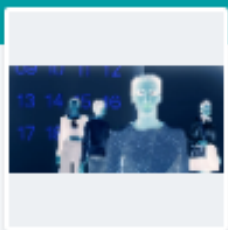
Googling yourself and seeing what comes up in the search is a good place to start, suggests Rachel Basger, graduate talent manager at The Hut Group. 'Lots of employers are using social media to advertise roles, target potential employees and check out applicants.'

<https://www.prospects.ac.uk/careers-advice/getting-a-job/job-hunting-and-social-media>

PROFILE STRENGTH



DISCOVER – CONTACTS IN FASHION AND TEXTILES



Fashion and Textiles Collective at University of Huddersfield

245 members

<https://www.linkedin.com/groups/8573557>

The Fashion and Textiles Collective is a collaborative cross pollination networking resource for Department of Fashion of Textiles at University of Huddersfield.

This collective welcomes and includes all UG, PG students, graduates, alumni and associates in the transdisciplinary Fashion and Textiles subject areas. You are welcome and we encourage you to reach out and actively pollinate this network; communicate job opportunities, write trigger articles, share up-and-coming events and make a collective connected future



Home

Search

My Network

Jobs

Messaging

Notifications

Me


Learning

Post a job

Work

DISCOVER – NEW CONVERSATIONS AND OPPORTUNITIES

- Just one post a week keeps the group relevant
- Conversations vs Information
 - News, reports, events within the industry
 - Questions or advice to offer a starting point for a discussion
- Jobs & Opportunities

 **Cecilia Erlandsson**
Design coordinator/print designer på Nordic form 1w

How I got a job (too long for LinkedIn so it continues in the comments)

Hello everyone!


In February I was asked to join this group and said yes to write a post here. I enjoy writing, however, life happened and I was going to write it and I forgot and then something else happened and, you know how it goes.

My name is, as y... [Show more](#)

[Like](#) [Comment](#) | [4](#) [4](#)

Conversations Jobs

FEATURED 21h

 **Jonathan Cameron**
Fashion Buying Student at The University of Huddersfield

My Year working at George as an Assistant Buyer.


Hi Everyone,


I've been asked to summarise my year placement with George, so here goes!

Starting in June 2016, I was the Assistant Buyer on Men's Essentials. During the year there's so much to learn and pick up, especially with having no previous experience... [Show more](#)

[Like](#) [Comment](#) | [3](#) [5](#)

View previous comments

 **Jo Conlon** Thanks for this Jonny - I'm looking forward to seeing you next week. I really like the last section of top tips- be organized, speak up and move on from mistakes remembering that how we learn and that everyone makes mistakes, so long as we learn from them it's all good! See you soon. 4h

 **Laura Bird** · **Manager**
Careers Adviser (Team Leader) at University of Huddersfield 3d


Merchandise Assistant at Footasylum

We've been approached by Footasylum as they are on a big recruitment drive in their merchandising department. Great opportunity for recent graduates looking to get into this line of work.

<https://careers.footasylum.com/careers/career.php?id=69>

Merchandise Assistant

Your profile: What we offer: At Footasylum you will receive 20 days holiday plus bank holidays and an extra day per year of service. We offer our employees child care vouchers, generous staff...

 **Aysha Ghaus**
Fashion and Textile Buying Management Graduate - National Account E... 1mo

Final year

Hi everyone in final year, I hope its going well! I know this time of year is really tough but you will get through it! Time will fly between now and summer so make the most of it. For those of you who are stressing about finding jobs I would say give everything you've got to your assignments and don't panic about finding a job if you've not already secured something - There's plenty of time for that once you're hand in your Final Major Project. If you're confused about what you want to get into once you're finished I would say don't limit your options and look for something that you'll enjoy! Good luck with everything :) [Jo Conlon](#) [Show less](#)

[Unlike](#) [Comment](#) | [You + 3](#) [4](#)

STUDENT FEEDBACK SO FAR...FIRST YEAR YEAR 2016/17 TERM 1 !!

REFLECTIVE REPORTS



Remy Martin • 1st

Fashion and Textile Buying Management Student at The University of Huddersfield
The Plough • The University of Huddersfield
Huddersfield, United Kingdom • 144



Amber Darby-Lunn • 1st

Student at The University of Huddersfield
JD Sports Fashion plc • The University of Huddersfield
Wakefield, United Kingdom • 500+



Laura Day • 1st

Fashion Buying Student at The University of Huddersfield
The University of Huddersfield • The University of Huddersfield
Huddersfield, United Kingdom • 319

LinkedIn

During the first few weeks on the course I realised the importance of having a LinkedIn profile and regularly keeping it up to date. I created a LinkedIn profile after attending a workshop on LinkedIn. I found this workshop very useful at the fact I was able to understand what LinkedIn is, how it works and the importance of adding all information to it. I added my education, hobbies and skills to my profile along with previous work experience. I have then kept on top of my profile since and continuously added skills I have learnt along the way these include PLM, Adobe Bridge, and Adobe InDesign. My profile is still in working progress, each day I am gathering more connections as well as regularly updating my skills. These are both very useful for my future career especially when looking for a placement. In future I, will continue to update my profile regularly as well as expanding my profile with background images and as I go on add more depth to my summary about myself.

I found LinkedIn useful for this project as I am now following certain companies such as the Trend Bible, River Island, WGSN and Boux Avenue. By following these companies you can assess various reports, fashion photographs and other information that they wish to share. By doing so I can use these reports or images to bring forward into my trend board as some of them show their new collections of what's in store but also what they are planning to hold. Below shows a post from Boux Avenue on the new job opportunities events that they are holding.

Boux Avenue Here at Boux Avenue we are passionate about Retail and our customers, which is why a new opportunity to join our brand could not come at a more exciting time. Our International department here in Wimbledon are seeking a Territory Manager to join their team and take on a new challenge. If you have International Retail experience and strong leadership skills, then this could be the perfect role for you. To apply or for more information please email cstacey@bouxavenue.com or visit our careers page: <https://lnkd.in/eGujtdf> Don't forget all Boux wants for christmas is YOU!

What I've learnt

from using LinkedIn, I have learnt that it's an efficient way of connecting with qualified and skilled people who are in the industry, where I can gain valuable connections and guidance for my placement year and for my future in the fashion industry. Since using LinkedIn I have formally messaged Mark Harrop CEO of Which PLM and connected with buyers from the fashion industry, I feel I have gained a better way of formally communicating to professionals which I know I will need this skill for my future and to find a placement.

Reasons

The reasons I have created a LinkedIn account is so I can connect with professionals in the industry and to create an online social media CV for my future career and for my placement year, this is a more professional way of applying for jobs and connecting with larger buyer companies.

STUDENT FEEDBACK ...SO FAR


- Great way to make connections with external contacts
- Recruiters use social media to draw up short-lists
- Opportunities to be found as well as inspiration for work
- Can use LinkedIn profile to directly import CV onto job websites
- Needed to remind students to change settings to get notification updates

<https://www.linkedin.com/in/palveshahashruff/>

Jordan Coventry
Junior Buyer - Formal Shirts at Topman

Brave New World...

It was great to meet the current students of this course last week and interesting to see what topics are the subjects of major projects and dissertations. I'm currently reading Kevin Kelly's latest book 'The Inevitable' (in which the below article i... Show more



You Are Not Late – The Message – Medium
Can you imagine how awesome it would have been to be an entrepreneur in 1985 when almost any dot com name you wanted...

Like Comment | 5 2

Looking for Fashion and Textiles contacts with an interest in Water Sustainability!

Published on April 10, 2017

Lewis Lane | Following
Fashion Buying and Textiles Management Student at Unive...
1 article

SWIFT 

SUSTAINABLE WATERS INITIATIVE FOR FASHION AND TEXTILES

<https://www.linkedin.com/pulse/looking-fashion-textiles-contacts-interest-water-lewis-lane/>

2017-18: NEXT STEPS

Participate

- Student champions

Identify

- Themes

Curate

- Weekly update

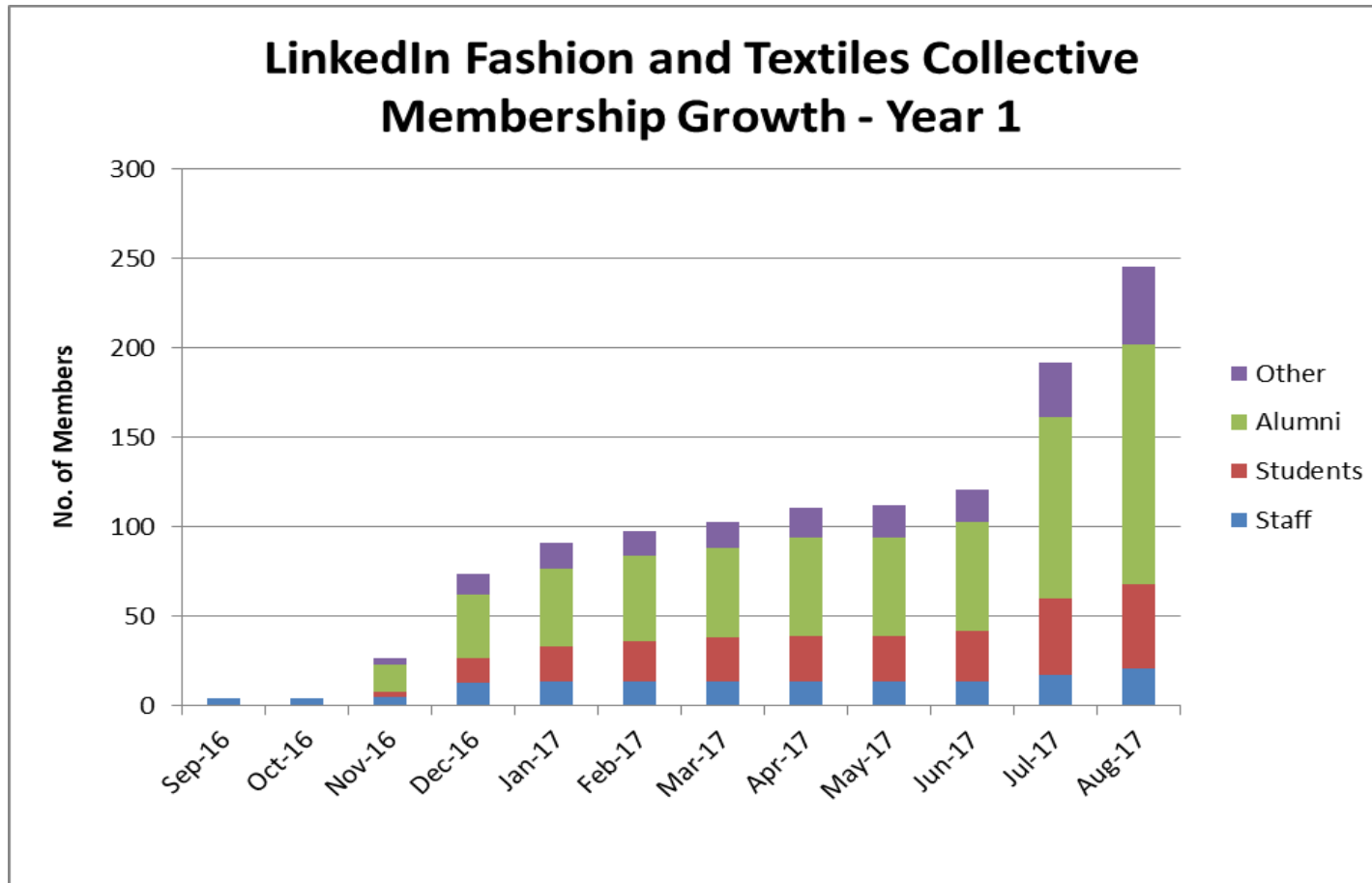
Integrate

- Highlight skills / module

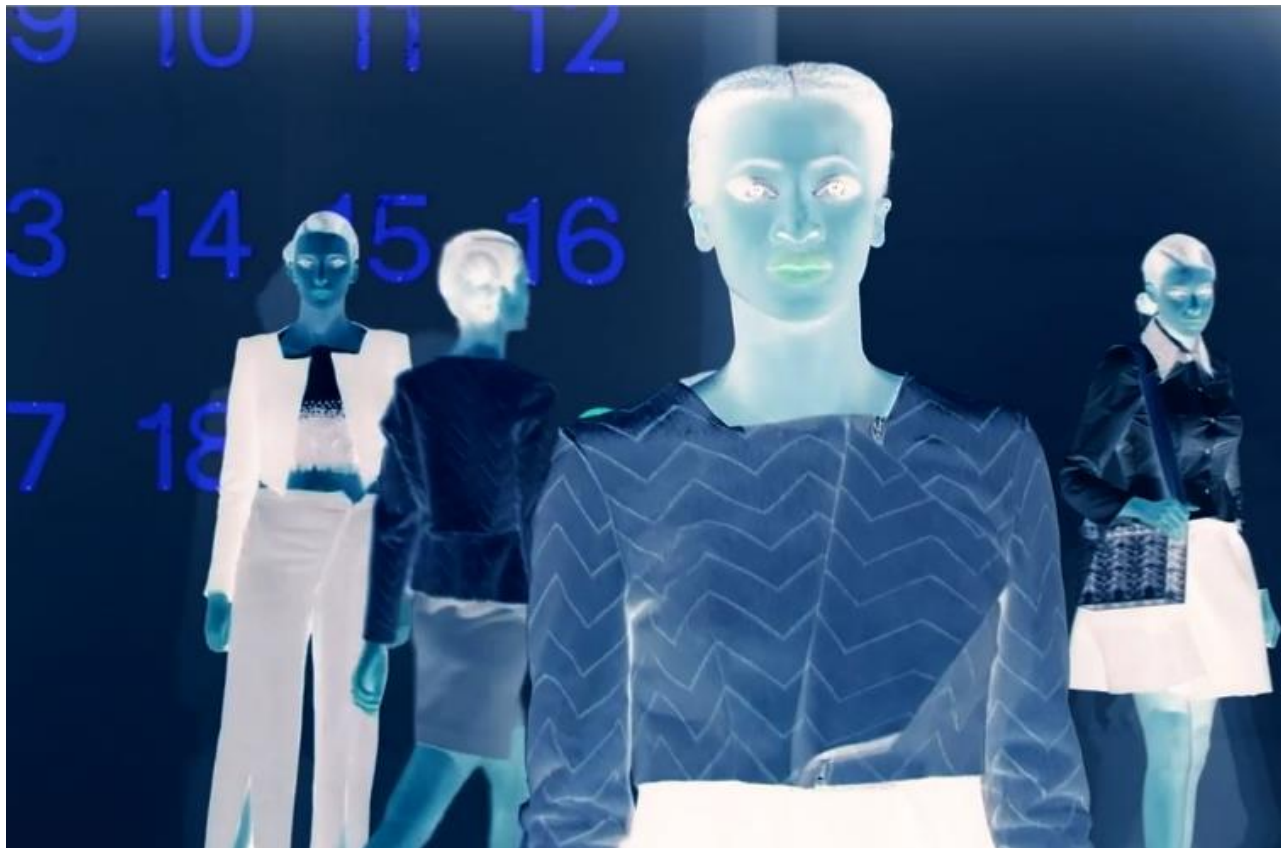
Promote

- Build broader membership

FASHION COLLECTIVE: MEMBERSHIP GROWTH



QUESTIONS?



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