

# Anne Doncaster

## Lecturer in Digital Media Production

*As a creative practitioner as well as a lecturer, Anne understands the benefits that connections provide both to her freelance projects and her teaching practice. She discusses her policy on accepting connection requests from students and networking on LinkedIn.*

*“It enables me to be more searchable online because LinkedIn is the top ranking social network out there so when people search for my name it comes up as the top search result.”*



Anne Doncaster is a lecturer and a creative practitioner.

## Connecting with students

Anne uses LinkedIn as part of her teaching practice, as she connects with students in order to demonstrate how to be professional online. She gets many first years looking at her LinkedIn profile.

*“It means that they’re beginning to think about their own profile and how to develop it which is great. My network on LinkedIn is very professional so I don’t have any problems letting students connect with me.”*

The benefit of connecting to students is the ability to see what they’ve gone on to do. Regular updates allow you to remain aware of a graduate’s career history. It generates the opportunity to remain in contact and to call graduates in to give presentations to current students.

## Networking as a freelancer

After meeting somebody at a networking event it can be useful to follow it up with a connection on LinkedIn.

"You can swap email addresses or business cards but once they're connected to you on LinkedIn they get regular updates about what you're doing and there's probably a better chance of them getting in touch."

Whilst undertaking freelance work, one of Anne's connections informed one of their connections about Anne's skillset. This person in turn contacted Anne on LinkedIn, generating a conversation that led to the development of a project.

Written by Haleema Khan

© The Higher Education Academy 2015