

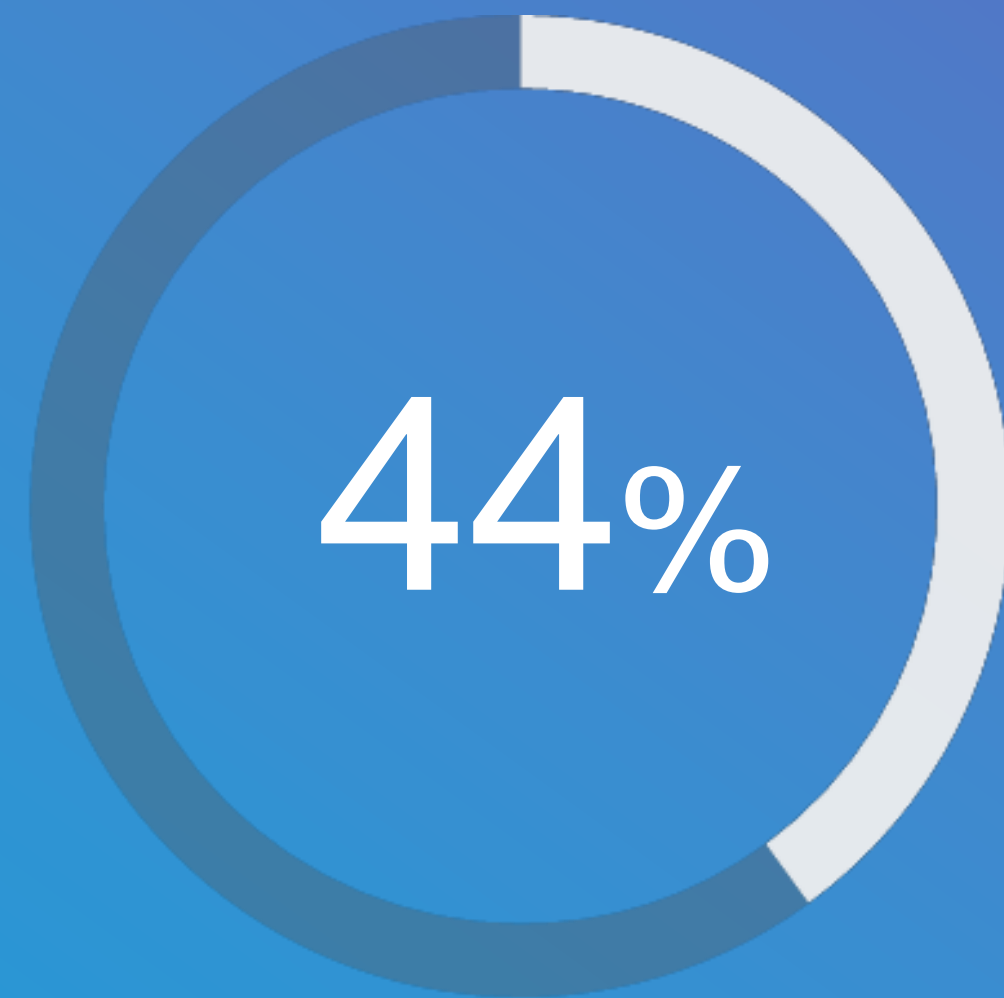


The Student's Guide to LinkedIn

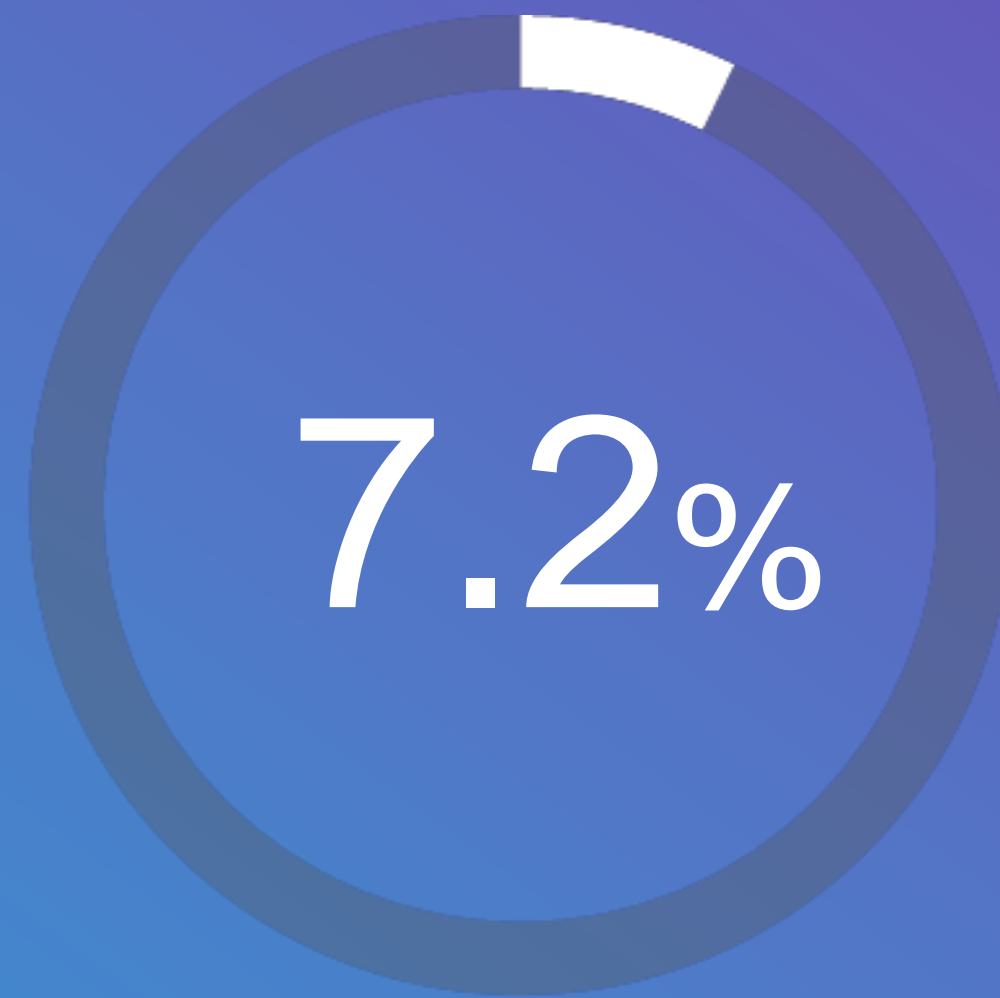
Leaving college can be hard



U.S. college grads by the numbers



underemployed
(working in jobs that
underutilize their skills)



unemployed

\$20K
to
\$25K

median debt owed

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Luckily there's a place to jumpstart your career

562M+

Professionals &
alumni

28M+

College
students

10M+

Employers

1M+

Entry-level jobs
& internships

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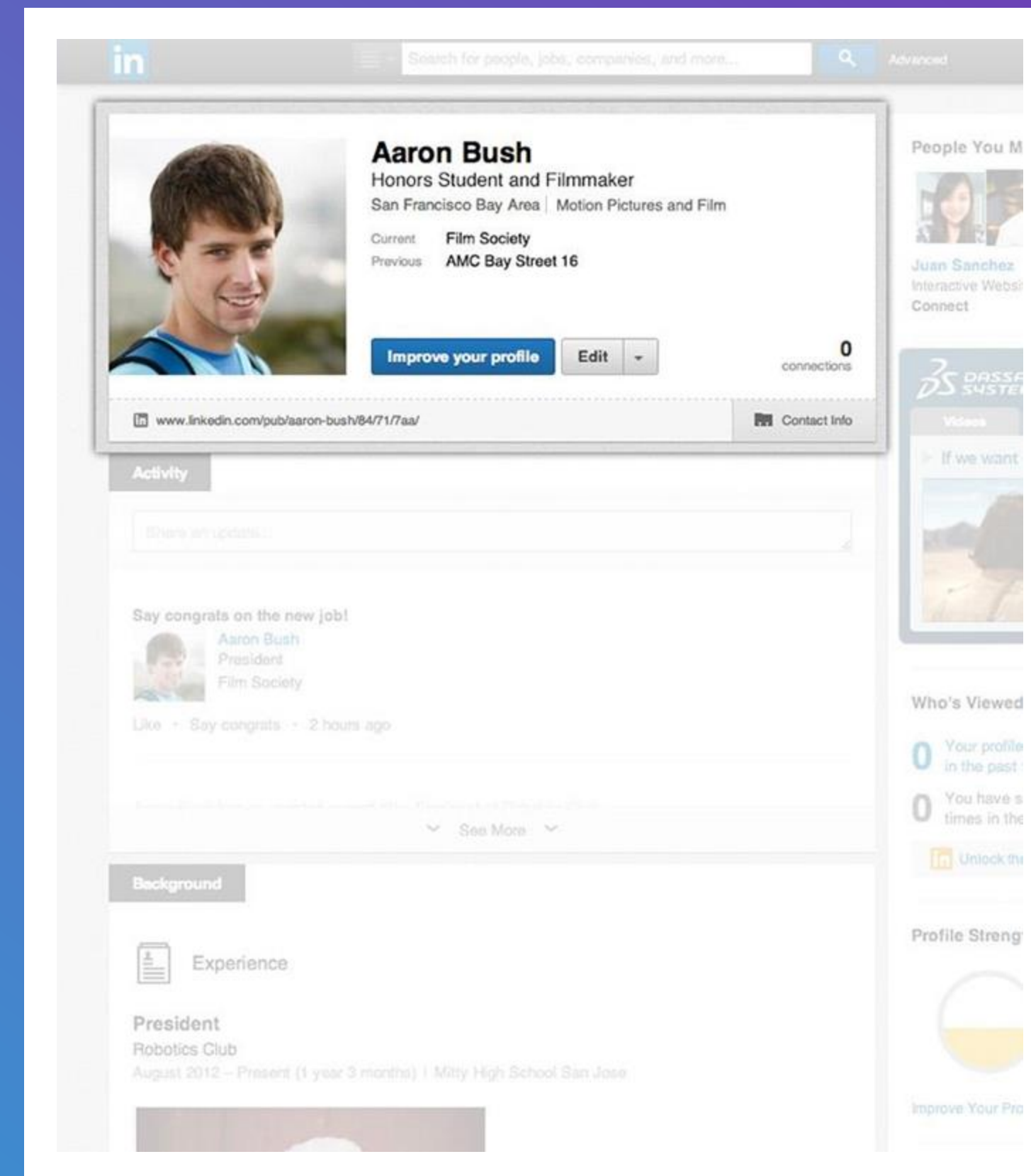
[iTunes](#)

The LinkedIn difference: a professional mindset

Other social networks are for your **personal life**



LinkedIn is for your **professional life**



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Donuts on other social media



I like
donuts



Watch me
eat a
donut



Here's a
cool
photo of
my donut



Here's a
donut
recipe



I'm
listening
to
"Donuts"



Anyone
want a
donut?

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Donuts on LinkedIn

1

I hope to operate a donut franchise one day.

2

I'm looking for a job at a donut company.

3

I have three years experience making donuts.

4

My top skills are donut production and sales.

5

Here are 3 recommendations from former donut colleagues.

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You can do it all on LinkedIn



Explore careers



Build your brand



Get hired

Try LinkedIn's Students App

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Explore careers

Discover jobs and companies that best fit you

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Your to-do list is overwhelming

- ✓ Get good grades
- ✓ Join clubs
- ✓ Have fun
- ✓ Sleep
- ✓ Choose a career
- ✓ Research companies
- ✓ Contact people who can help
- ✓ Search for jobs

Knowing where to start is half the battle

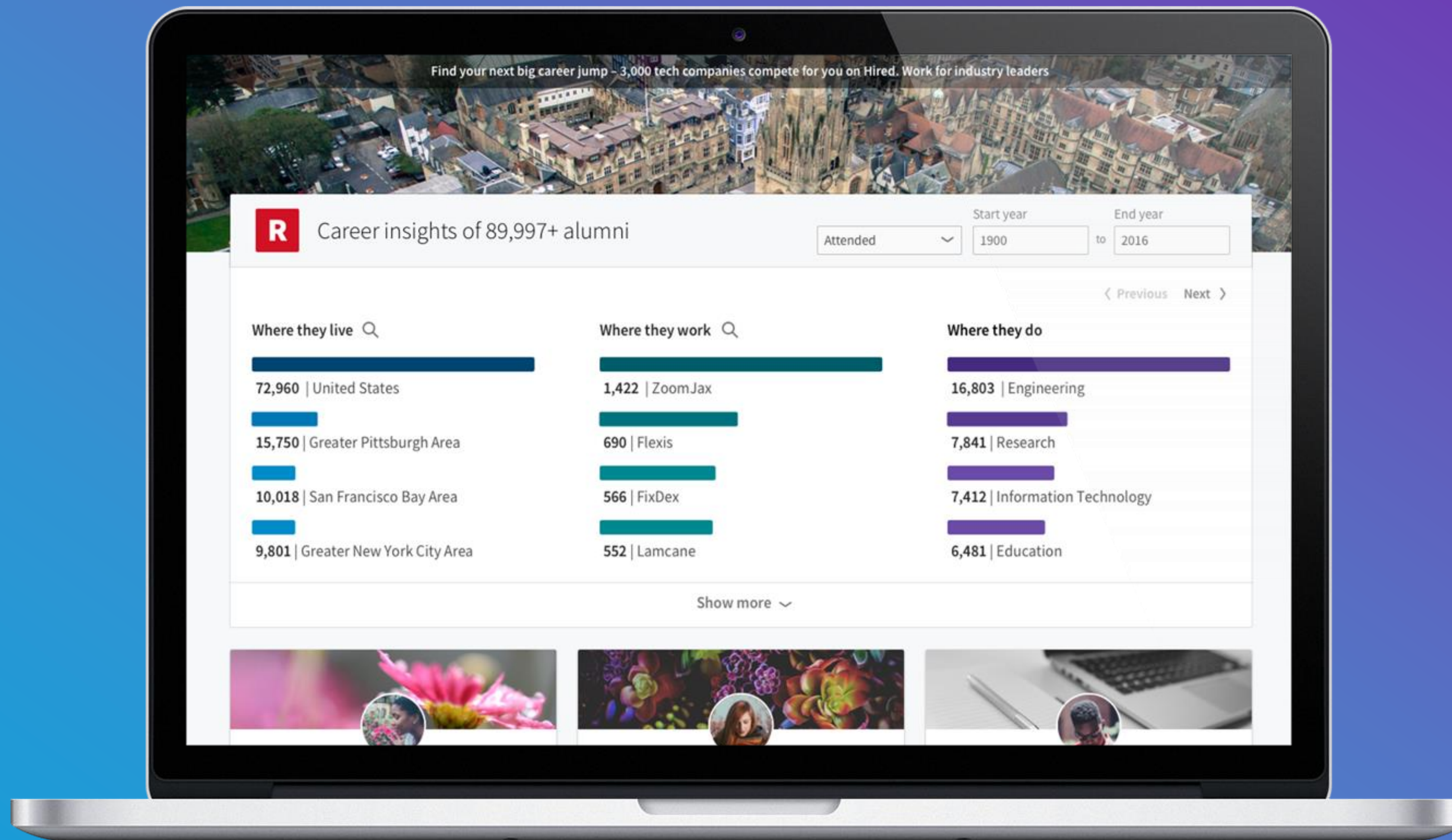
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Map your future using the Alumni Tool

Find alums who work in jobs and companies that interest you



A high-angle, top-down photograph of a person with curly brown hair, wearing a black headset with a microphone and black-rimmed glasses. They are wearing a red and blue plaid shirt and are seated at a white desk, typing on a silver laptop keyboard. To the left of the laptop, there is a red folder or notebook with a black smartphone and a yellow and green pencil resting on it. The entire image has a semi-transparent blue and purple gradient overlay. The text "Live demo" is centered in the middle of the image in a white, sans-serif font.

Live demo



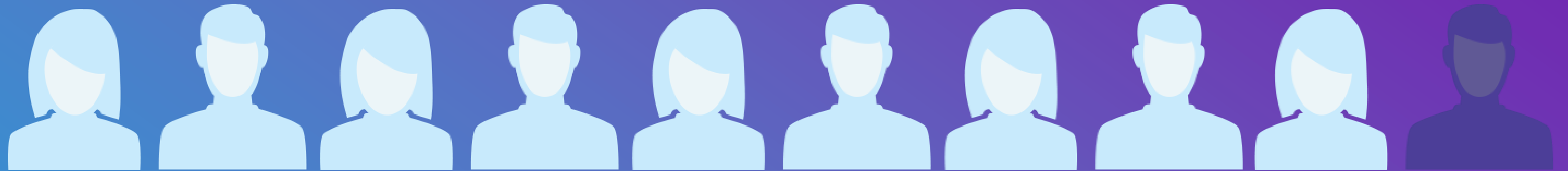
Build your professional brand

Get noticed by hiring managers and recruiters

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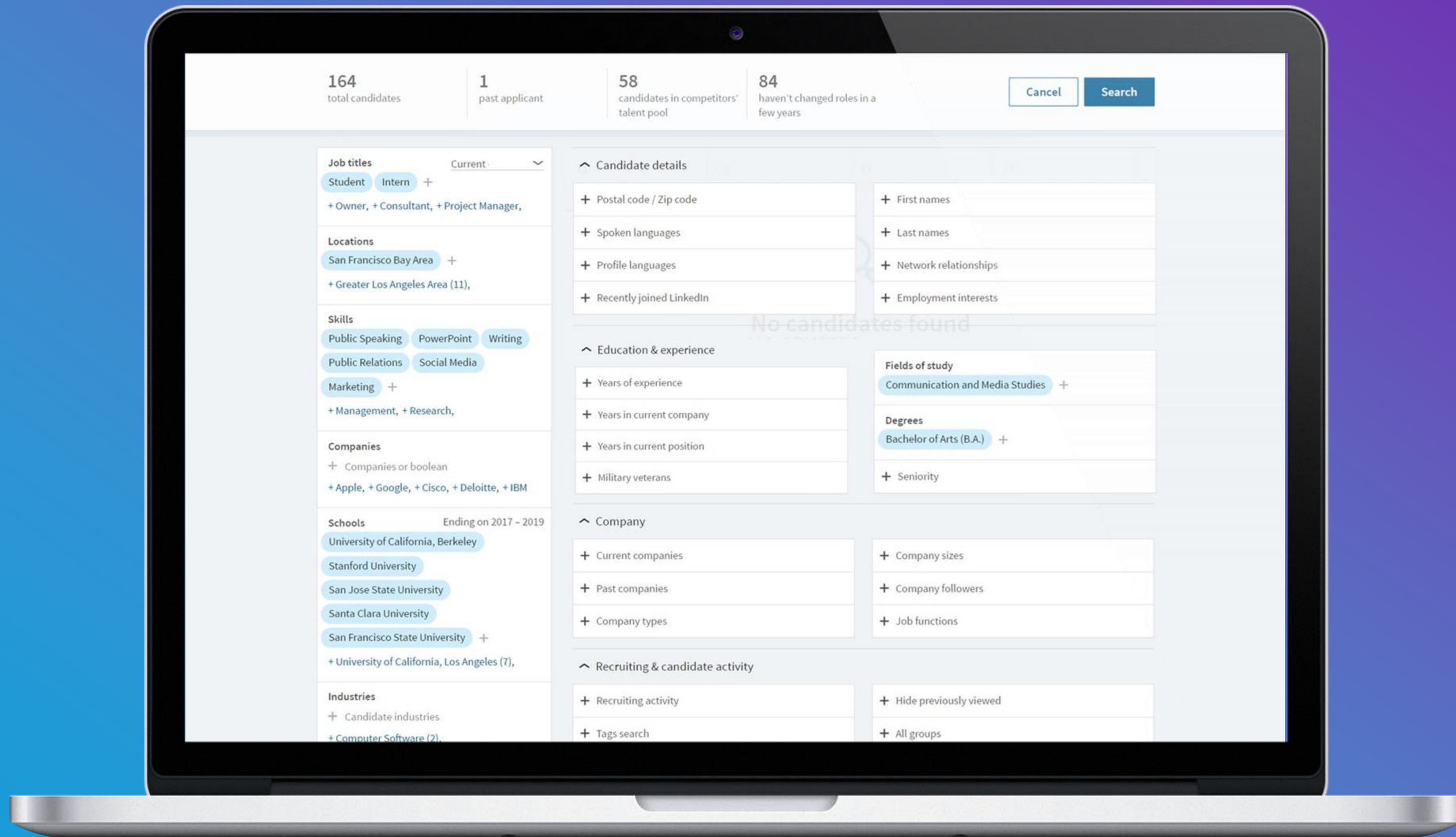


9 out of 10

Company recruiters use LinkedIn

So should you

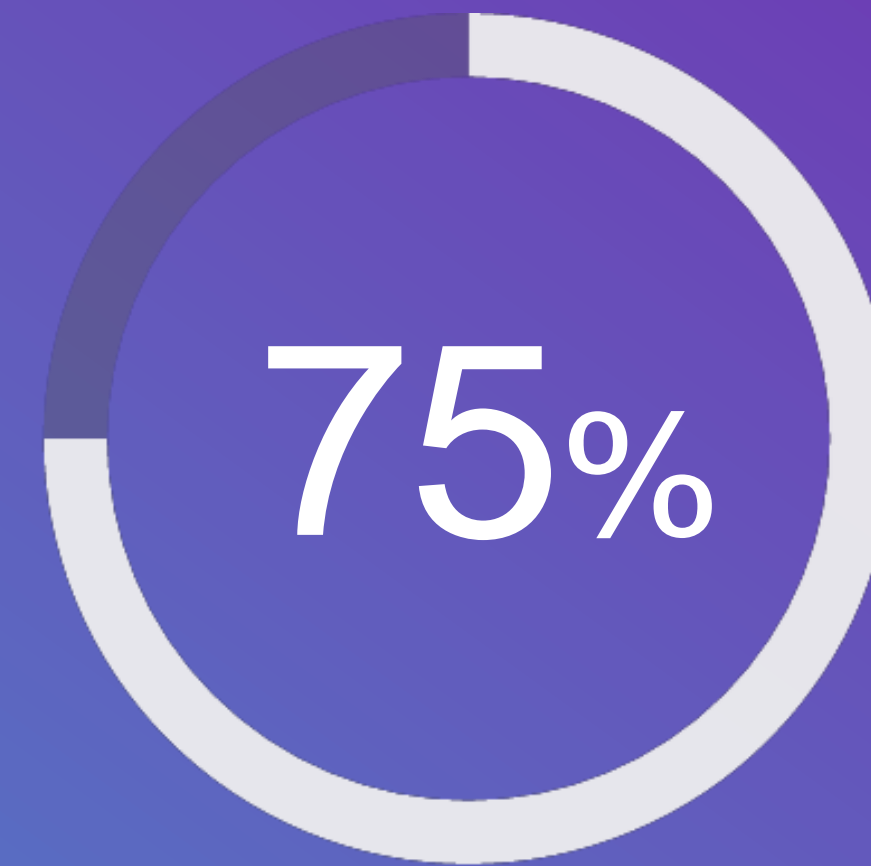
Understand how recruiters find you



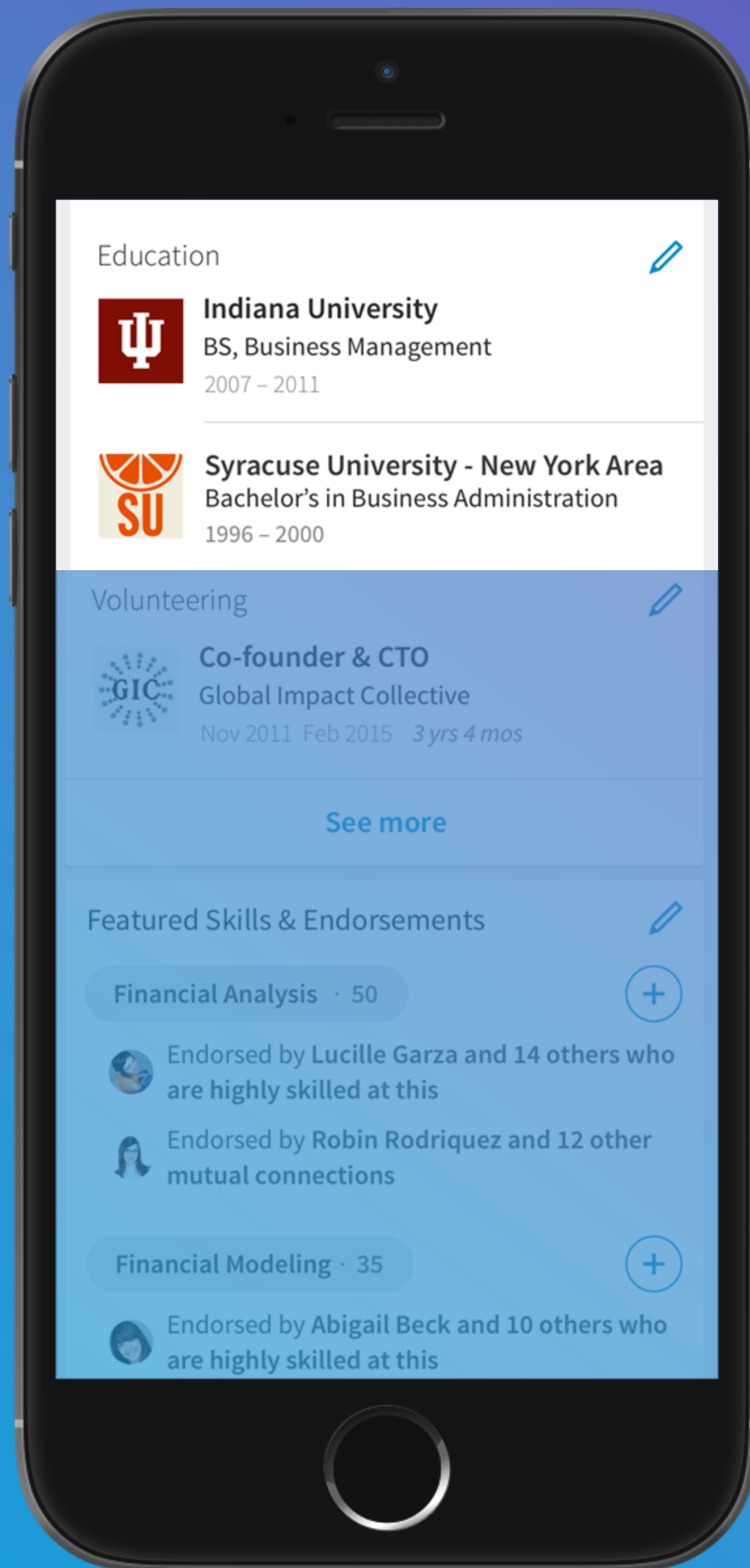
So you can rock your profile

6 key profile sections

1. Education
2. Photo
3. Experience
4. Volunteer experience
5. Skills
6. Summary



of hiring managers look at profiles to learn about candidate



1

Education:

the foundation of your career

10X

Members who list a school
get 10X more views on
average

- ✓ Add your school, major and degree
- ✓ Include clubs you lead and honors you've earned

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2

Photo:
where you make your first
impression

21X

Profiles with photos get
21X more views on
average

The shot should be:

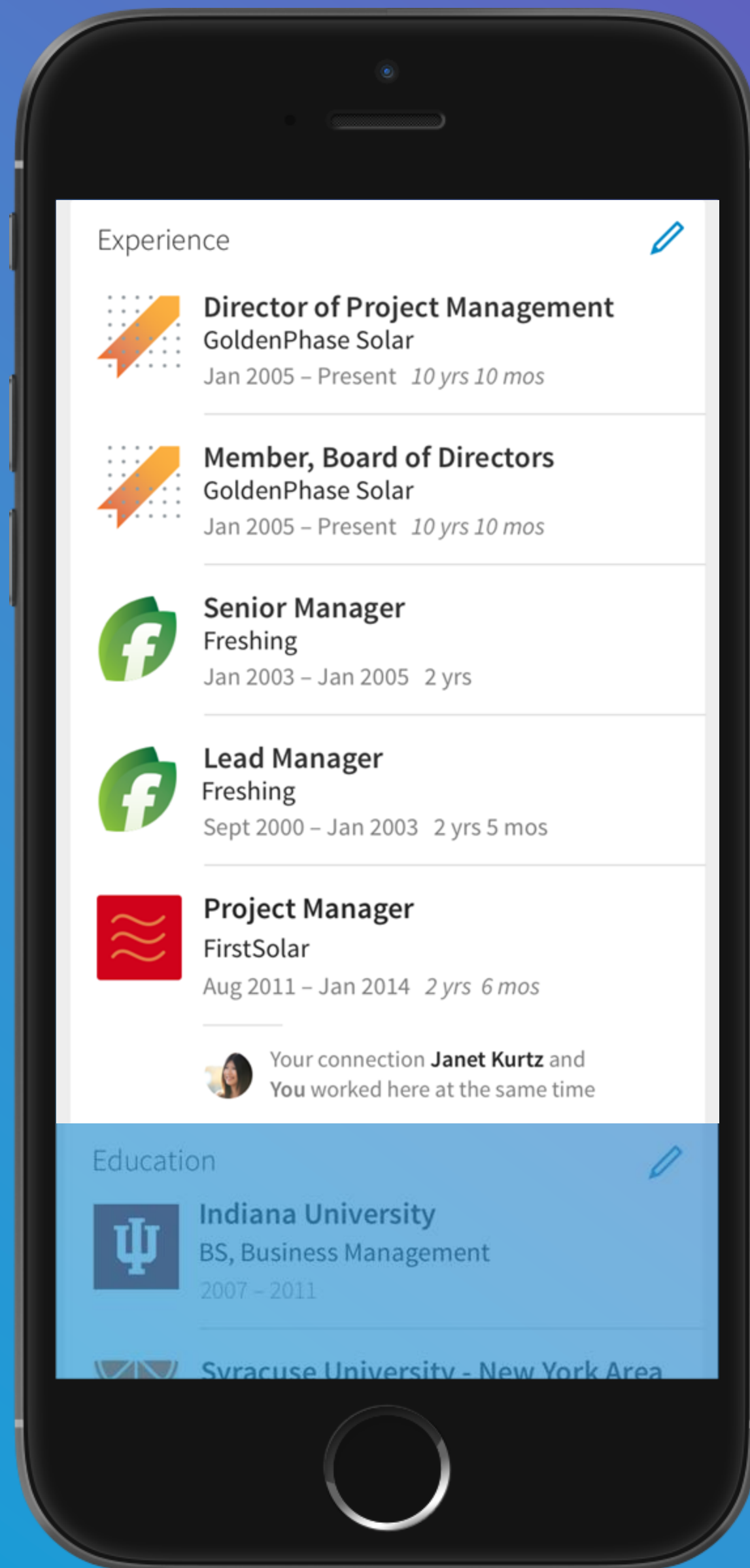
- ✓ You alone
- ✓ From shoulders up, smiling
- ✓ With a neutral background

No fancy photographer needed

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3

Experience:
show what you've achieved

36X

Profiles with two or more positions are up to 36X more likely to be found by recruiters

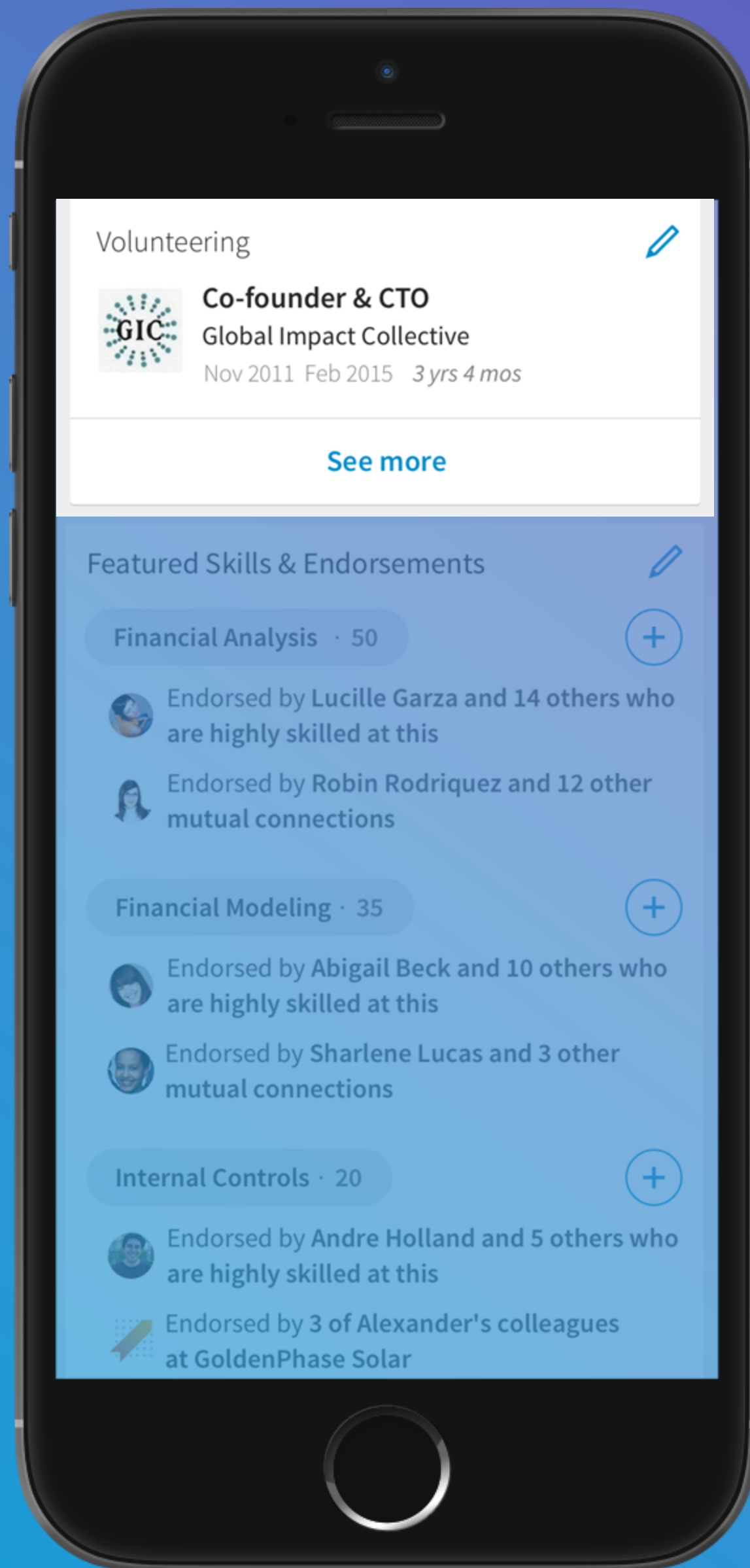
List internships, summer jobs, and part-time jobs

Bonus: describe what you accomplished

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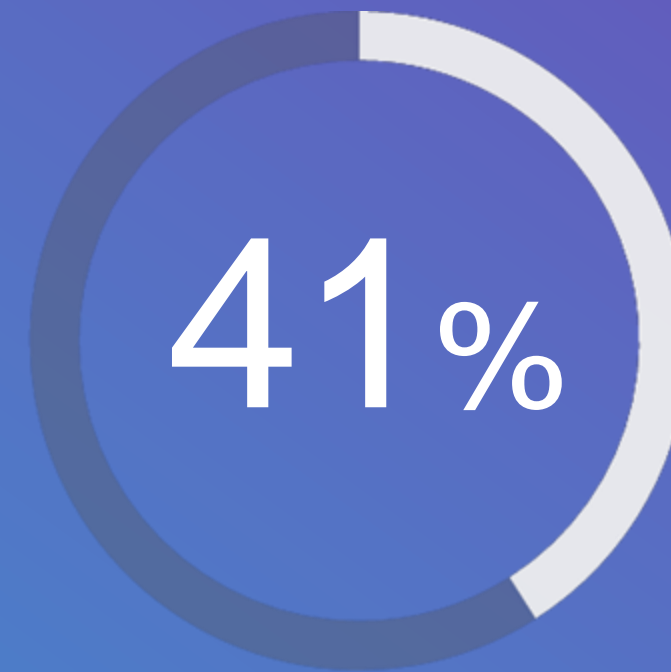
[iTunes](#)



4

Volunteer Experience:

it counts so include it

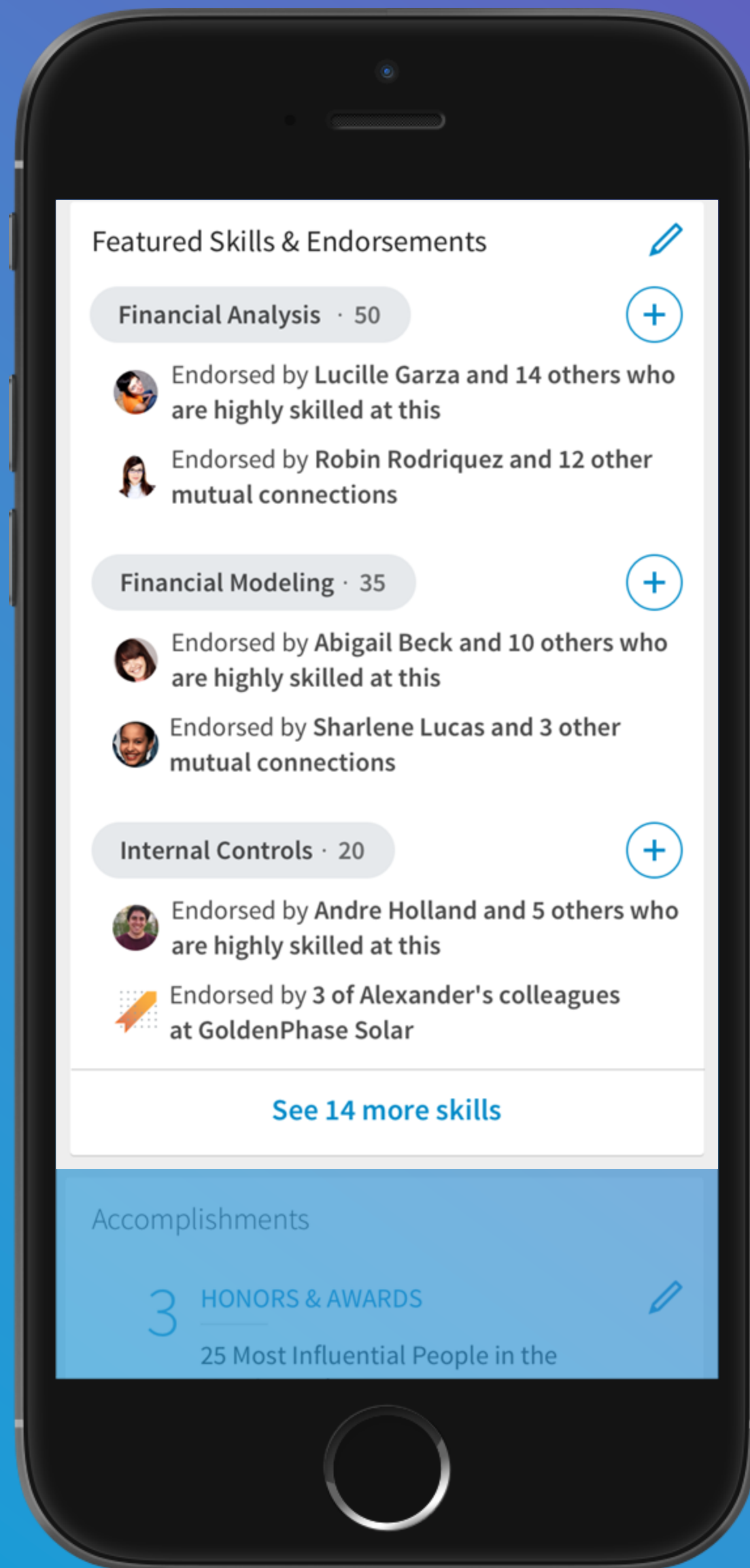


of hiring managers
consider volunteer
experience **equally as
valuable** as paid work
experience

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5

Skills:
raise your ranking in recruiter searches

5+

If you list 5 or more skills, you'll get up to 17X more profile views

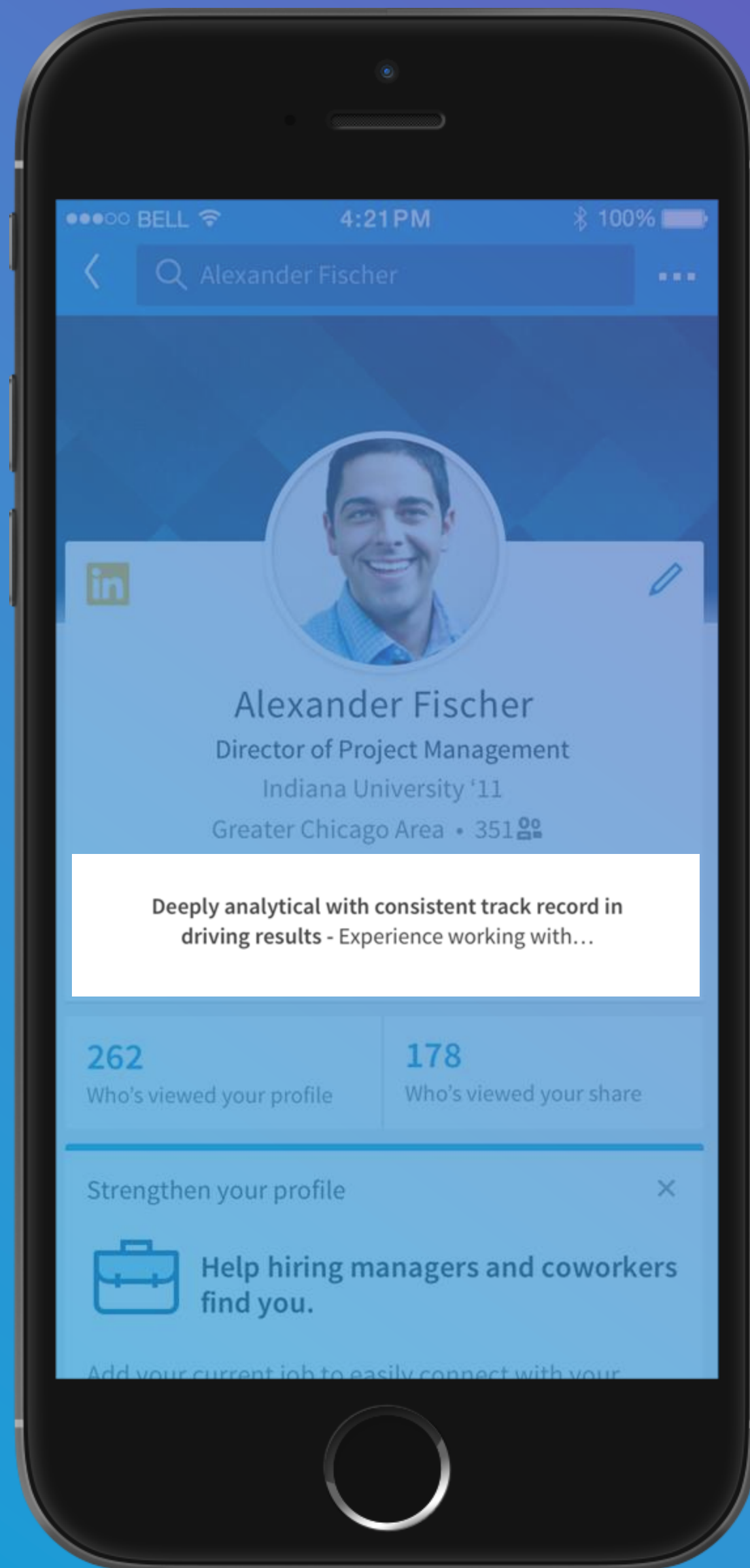
- ✓ Speak Mandarin?
- ✓ Know JAVA programming?

Add top skills you've learned in or outside of school

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6

Summary: your unique story in your own voice

Be sure to highlight:

- ✓ What you're interested in
- ✓ What you're good at
- ✓ Your career goal(s)

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A background image of two men in an office setting. One man is pointing at a computer monitor while the other looks on. The image has a blue overlay.

Get hired

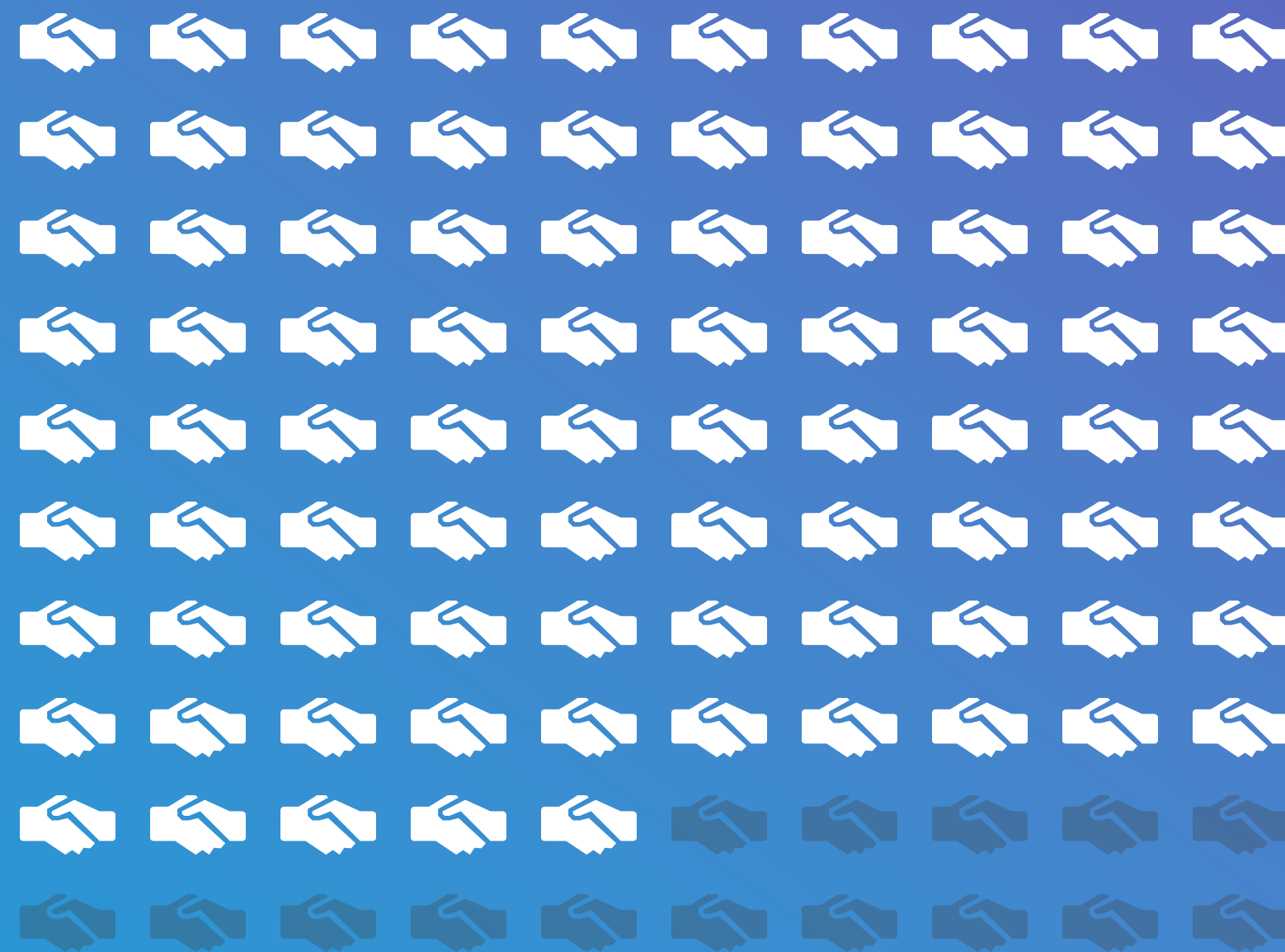
Grow your network and research jobs and companies

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Networking is still the best way to find a job



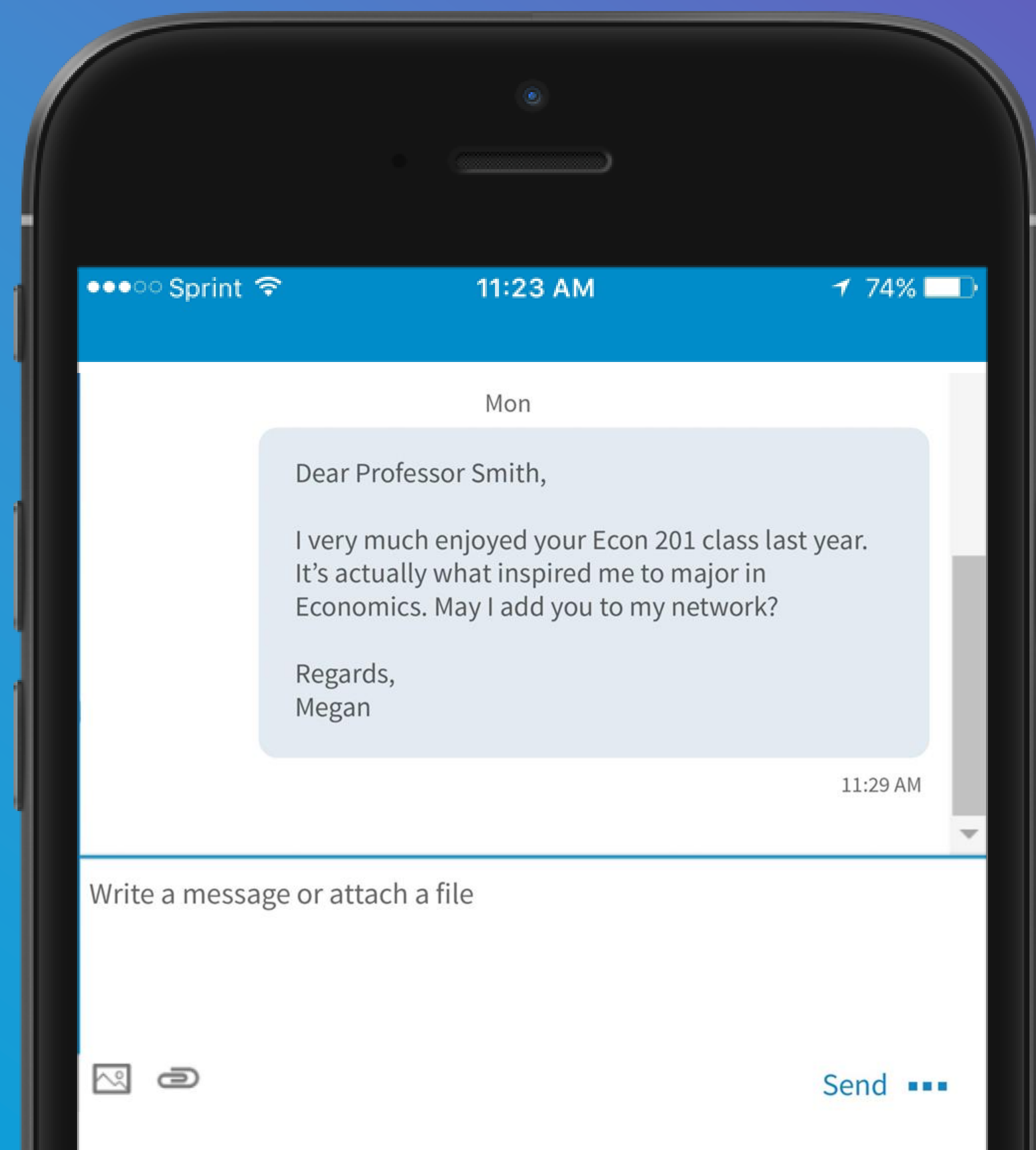
85% of jobs get filled through networking



#1

The top way companies recruit is through employees referring people they know

Connect with the people you know



Start with friends, family, classmates, mentors, teachers and professors

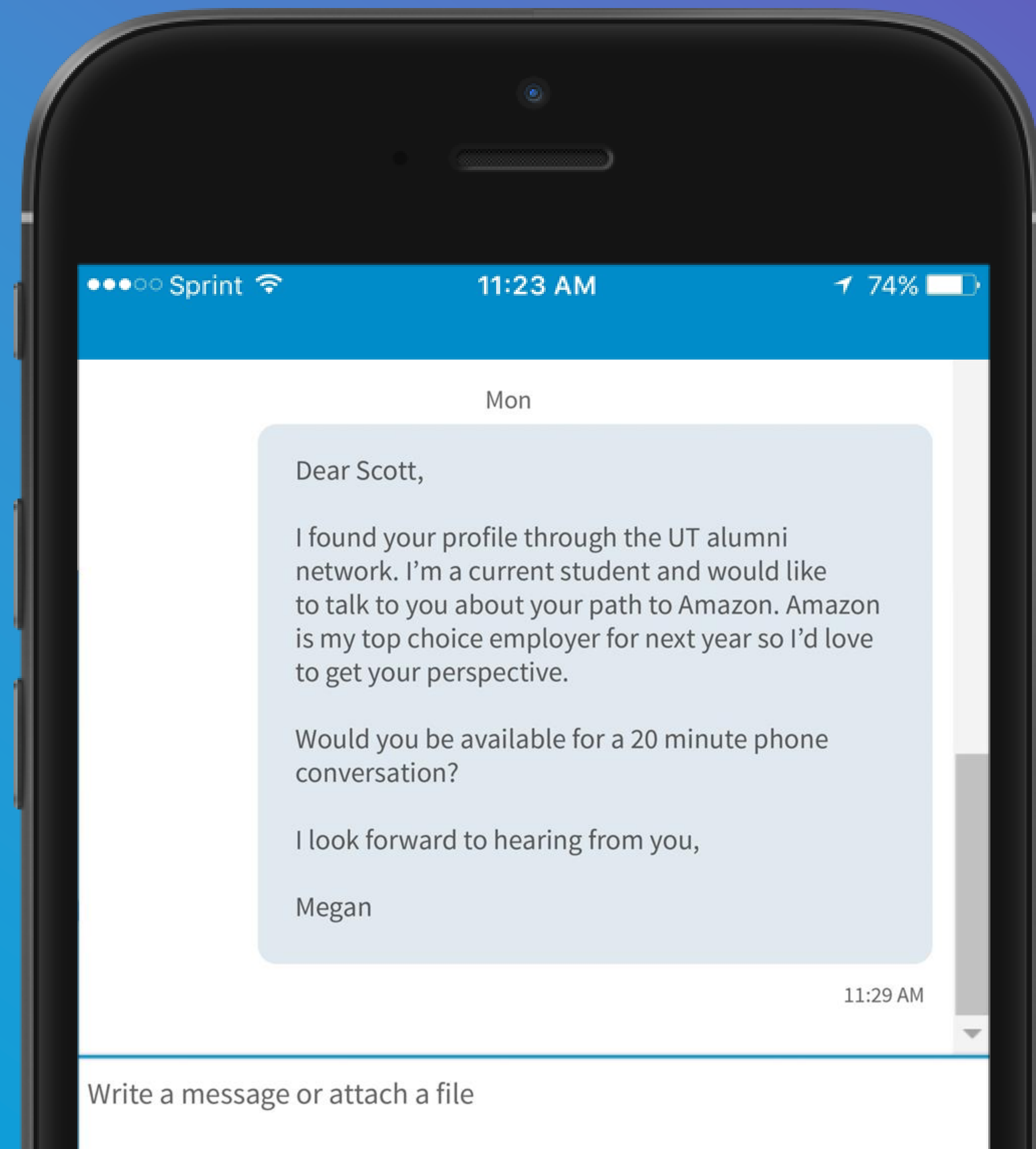
Personalize your invitation so people remember who you are

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Tap your connections and alumni for help



Why?

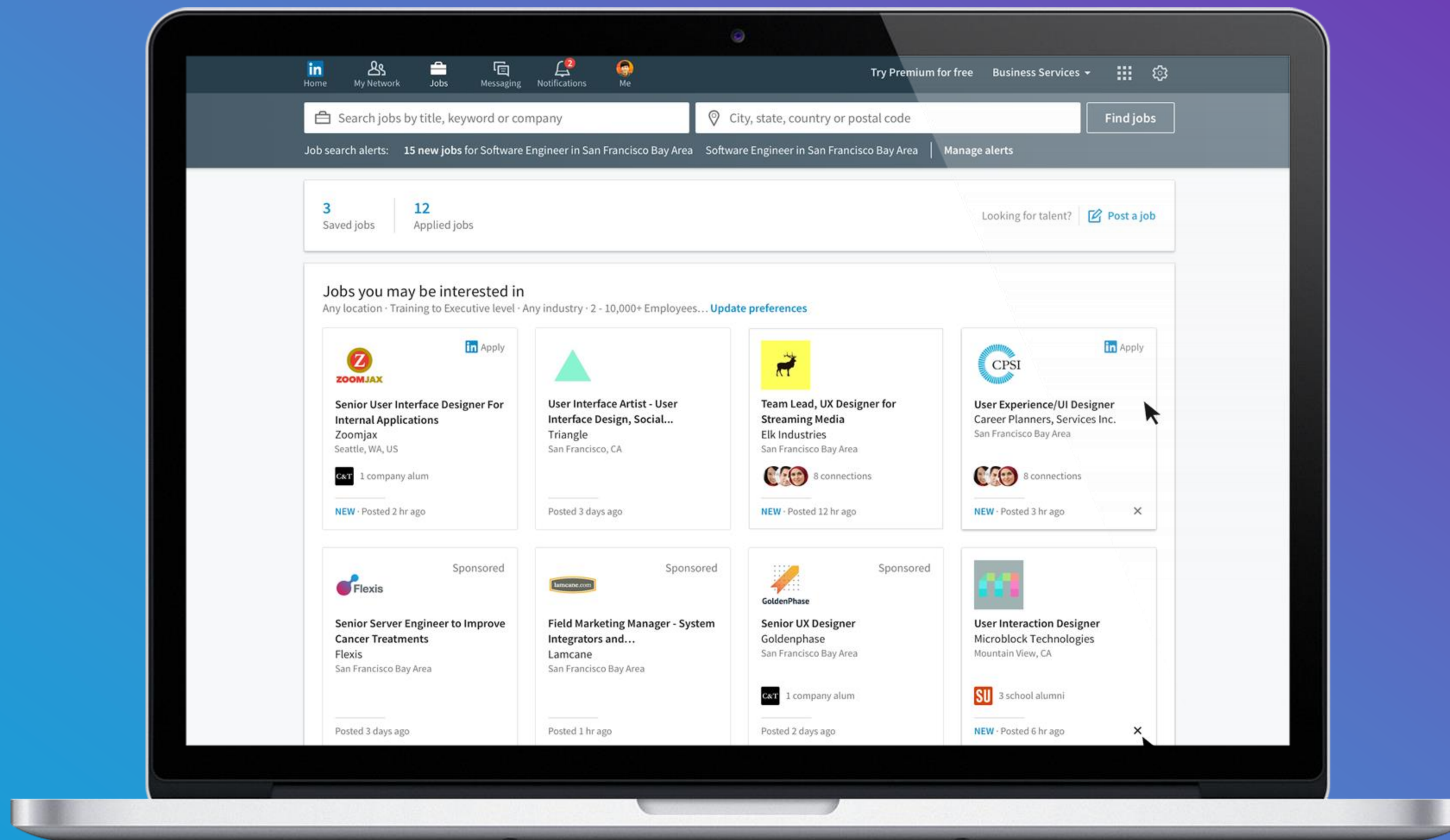
- ✓ They work in the jobs or companies that interest you most
- ✓ They can connect you with someone else who does

What to say?

- ✓ Who you are
- ✓ How you came across their profile
- ✓ How they can help you

Set up job alerts to stay in the know

Be the first to hear about new jobs that match what you want



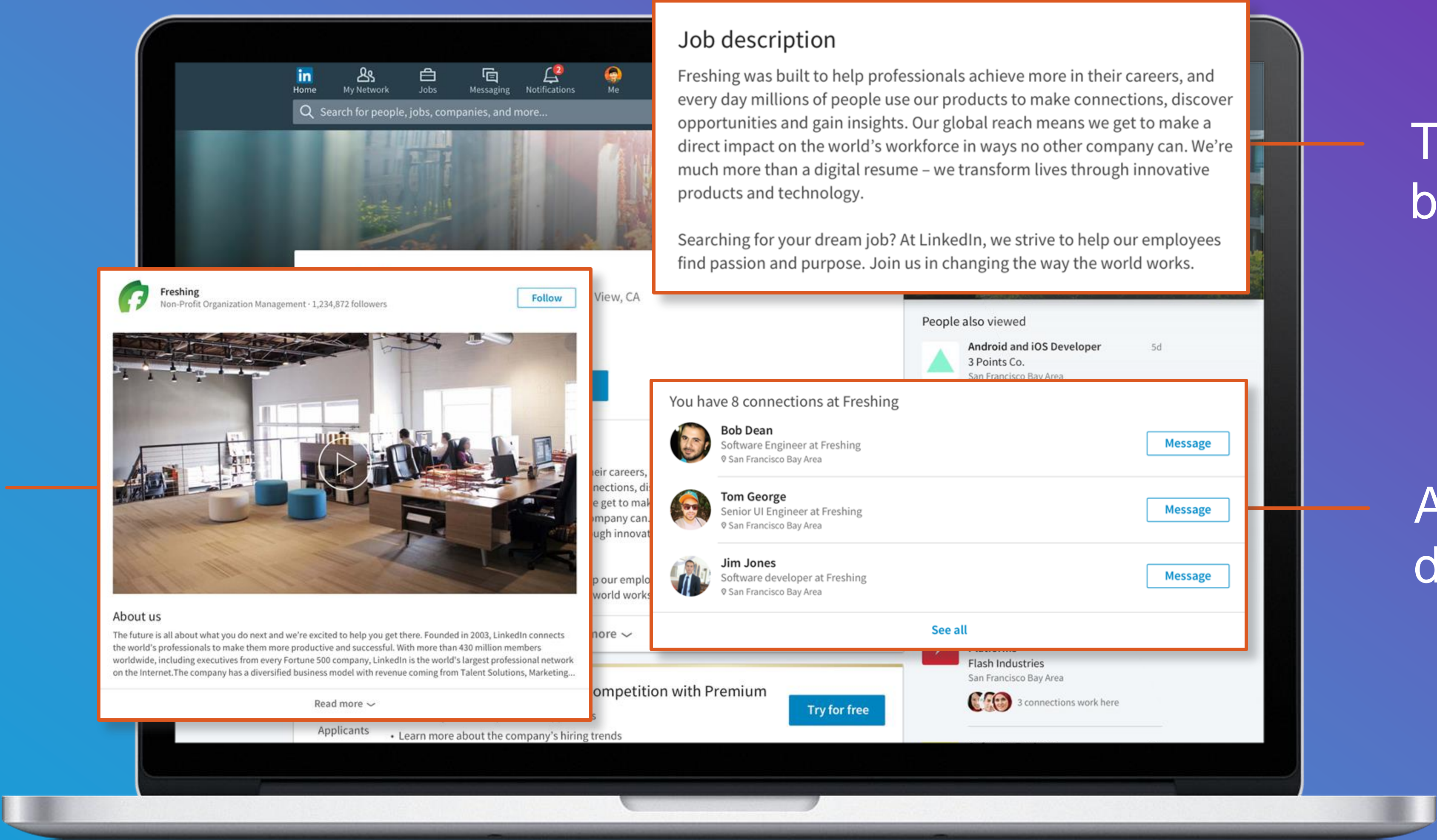
Learn what's out there by browsing job descriptions

A treasure trove of information

Company culture

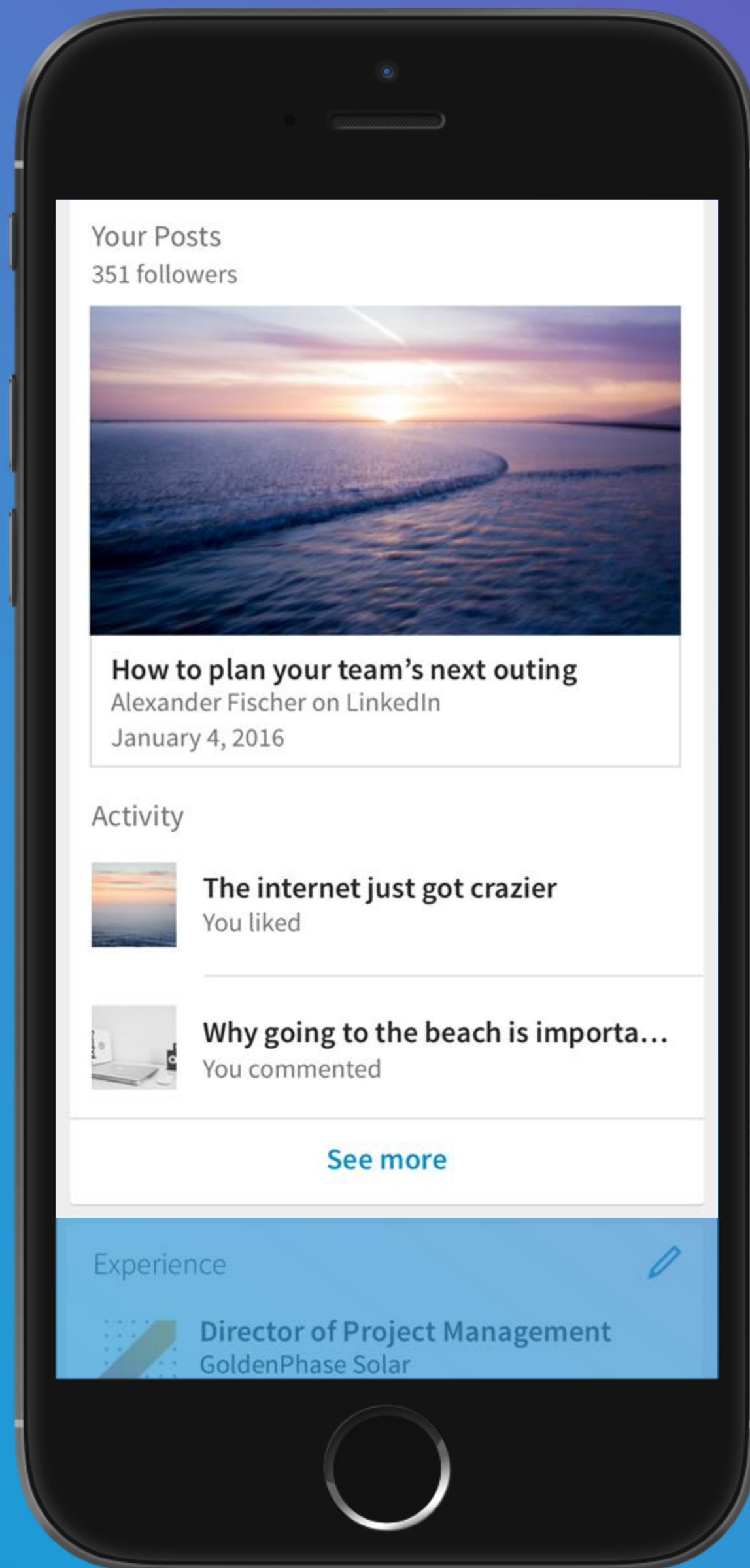
The work you'll be doing

A foot in the door





Your dream job is closer than you think



7

Extra credit sections to add: Show your work

- ✓ Class projects
- ✓ Writing samples
- ✓ Your design portfolio
- ✓ Things you've built

Help employers see the quality of your work

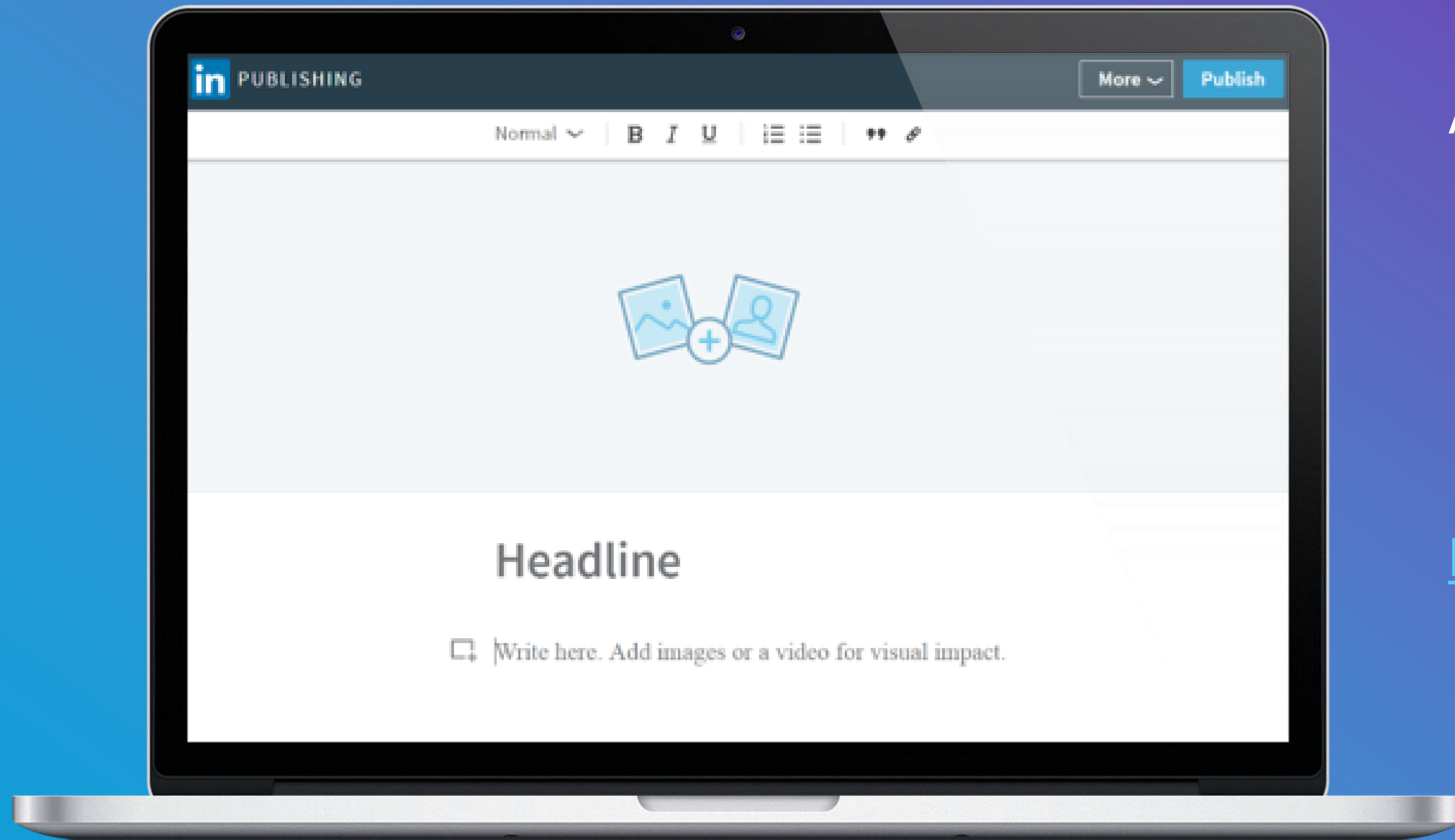
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Publish your thoughts and become known

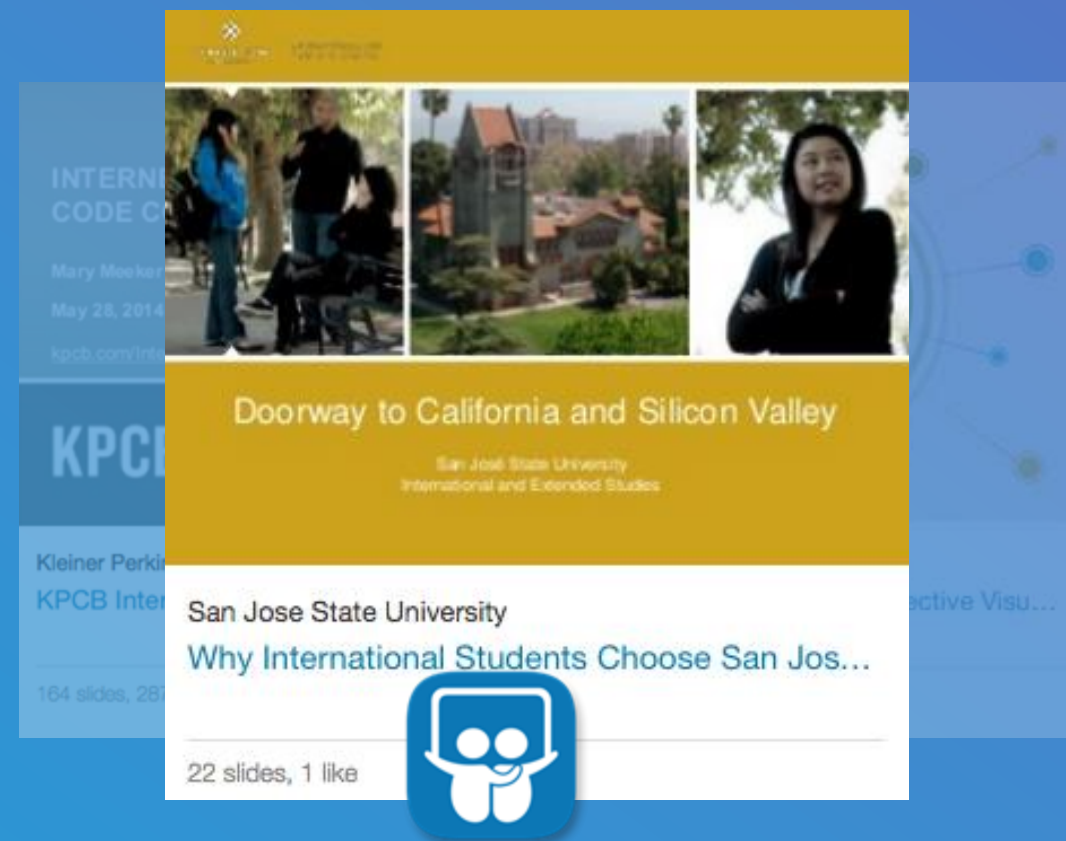
Turn your knowledge into opportunity



Add #StudentVoices at the bottom of your post for a chance to get it featured

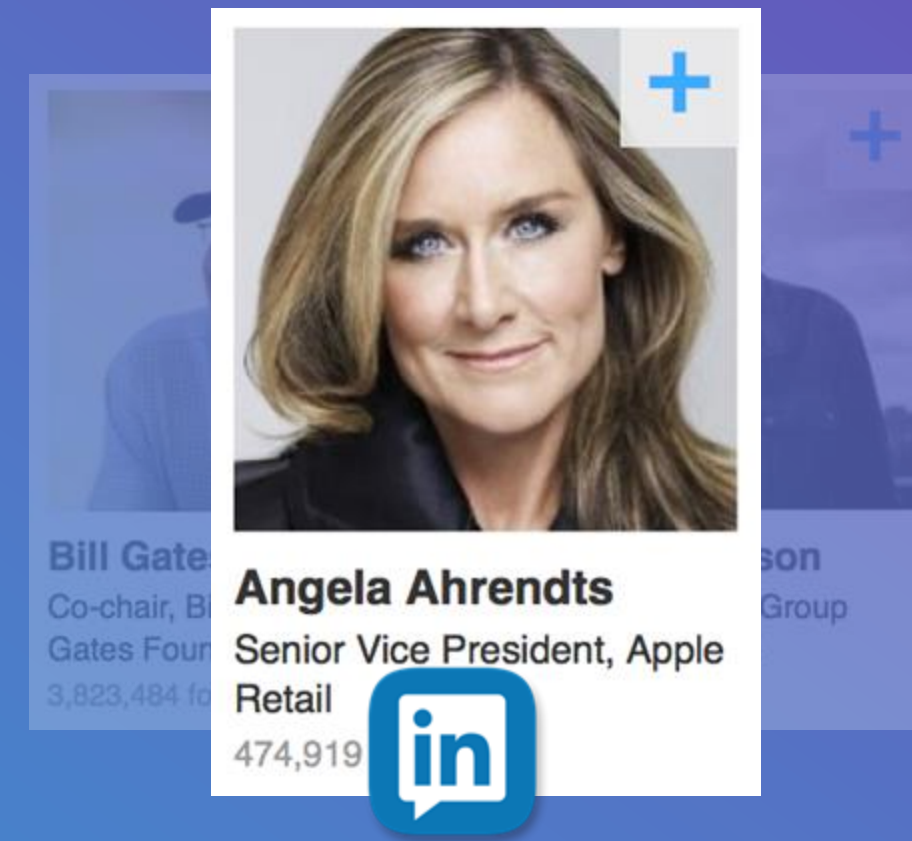
For more info, check out:
<https://students.linkedin.com/student-publishing>

Get the inside scoop to prepare for interviews



Follow Companies

Be in the know on employers you want to work for



Follow Influencers

Learn from leaders you admire and the big guns in industries you're interested in



Follow Industries

Become an expert by staying on top of trends and news

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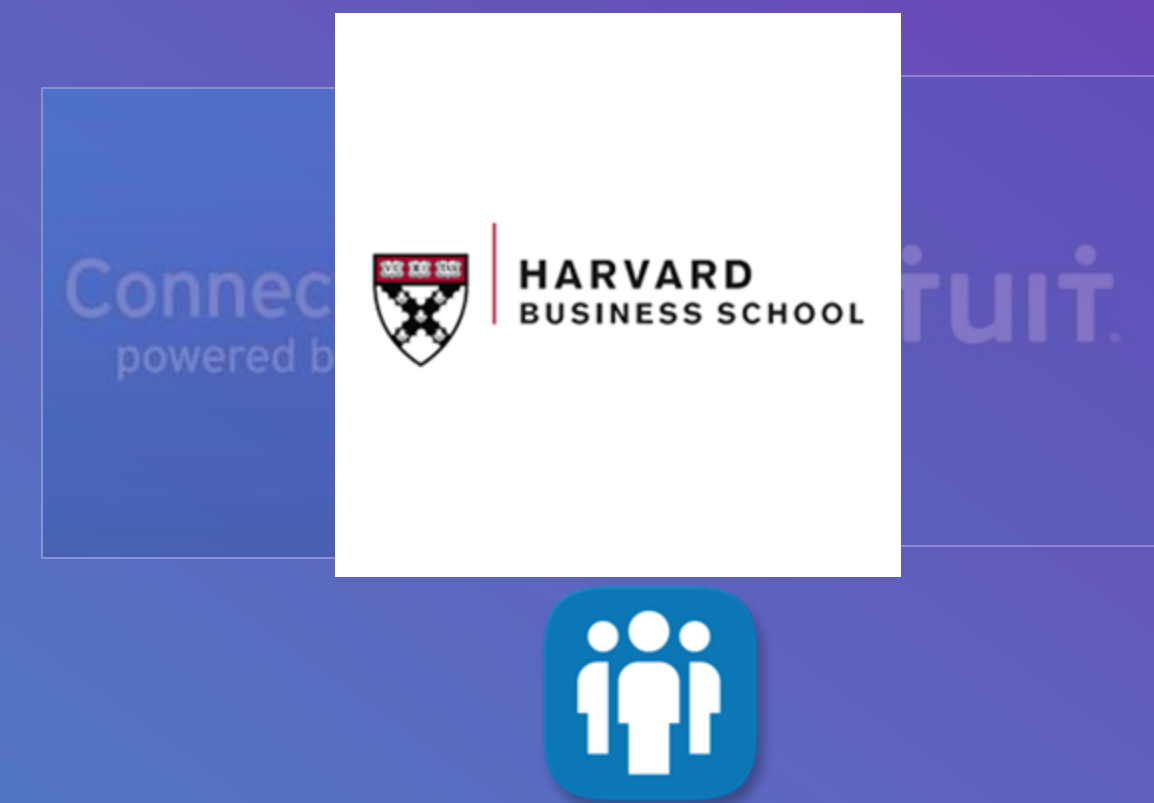
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Give your professional knowledge a boost



Take a course

Learn skills that will make you more attractive to employers



Join Groups

Stay up to date on industries and areas you want to work in

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Create your profile in another language

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