The Student’s Guide to LinkedIn
Leaving college can be hard
U.S. college grads by the numbers

44% underemployed (working in jobs that underutilize their skills)
7.2% unemployed
$20K to $25K median debt owed
Luckily there’s a place to jumpstart your career

575M+ Professionals & alumni
28M+ College students
20M+ Employers
1M+ Entry-level jobs & internships
The LinkedIn difference: a professional mindset

Other social networks are for your personal life

LinkedIn is for your professional life
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?
Donuts on LinkedIn

I hope to operate a donut franchise one day.

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

I have three years experience making donuts.

My top skills are donut production and sales.

Here are 3 recommendations from former donut colleagues.
You can do it all on LinkedIn

Explore careers  Build your brand  Get hired
Explore careers
Discover jobs and companies that best fit you
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
Map your future using the Alumni Tool

Find alums who work in jobs and companies that interest you.
Live demo
Build your professional brand
Get noticed by hiring managers and recruiters
Company recruiters use LinkedIn

9 out of 10

Company recruiters use LinkedIn

So should you

Source: Jobvite Recruiter Nation Survey, 2015
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

Source: LinkedIn Job Search Guide, 2016

75% of hiring managers look at profiles to learn about candidate
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
2 Photo: where you make your first impression

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
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
Volunteer Experience: it counts so include it

41% of hiring managers consider volunteer experience equally as valuable as paid work experience.
Skills:
raise your ranking in recruiter searches

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
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)
Get hired

Grow your network and research jobs and companies
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

Source: The Adler Group, LinkedIn’s 2017 Global Recruiting Trends report
Connect with the people you know

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

Personalize your invitation so people remember who you are
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

Job description

Freshing was built to help professionals achieve more in their careers, and every day millions of people use our products to make connections, discover opportunities and gain insights. Our global reach means we get to make a direct impact on the world’s workforce in ways no other company can. We’re much more than a digital resume – we transform lives through innovative products and technology.

Searching for your dream job? At Linkedin, we strive to help our employees find passion and purpose. Join us in changing the way the world works.

The work you’ll be doing

Company culture

A foot in the door
Your dream job is closer than you think
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
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
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
Questions? Check out LinkedIn’s Help Center

- Manage your Public profile
- Update your privacy settings
- Create your profile in another language
- Try a Job Seeker Premium subscription

Help Center