in 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

7.2%

\$20K to \$25K median debt owed





Luckily there's a place to jumpstart your career

562N+ 28N+

Professionals & alumni

College students

Employers

Entry-level jobs & internships

Google Play







The LinkedIn difference: a professional mindset



Other social networks are for your personal life

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Film Society Like + Soy congrate + Beckground Experience President			0
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LinkedIn is for your professiona **|** life







Donuts on other social media





l like donuts

Watch me eat a donut Here's a cool photo of my donut

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P

Here's a donut recipe l'm listening to "Donuts"

 \ge

Anyone want a donut?





I hope to operate a donut franchise one day.

2

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

I have three years experience making donuts.

Donuts on LinkedIn

3



My top skills are donut production and sales.

5

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

Try LinkedIn's Students App





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

EVENT

PLANNING

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





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Live demo

Build your professional brand Get noticed by hiring managers and recruiters







Out of Company recruiters use LinkedIn

Source: Jobvite Recruiter Nation Survey, 2015

So should you







Understand how recruiters find you

164 1 total candidates past applicant	58 candidates in competitors' talent pool few years	roles in a Cancel Search
Job titles <u>Current</u> ~	∽ Candidate details	
+ Owner, + Consultant, + Project Manager,	+ Postal code / Zip code	+ First names
Locations	+ Spoken languages	+ Last names
San Francisco Bay Area +	+ Profile languages	+ Network relationships
+ Greater Los Angeles Area (11),	+ Recently joined LinkedIn	+ Employment interests
Skills		idates found
Public Speaking PowerPoint Writing Public Relations Social Media Vertic Relations	∽ Education & experience	
Marketing +	+ Years of experience	Fields of study Communication and Media Studies +
+ Management, + Research,	+ Years in current company	Degrees
Companies	+ Years in current position	Bachelor of Arts (B.A.) +
+ Companies or boolean + Apple, + Google, + Cisco, + Deloitte, + IBM	+ Military veterans	+ Seniority
Schools Ending on 2017 – 2019	∽ Company	
University of California, Berkeley	+ Current companies	+ Company sizes
Stanford University San Jose State University	+ Past companies	+ Company followers
Santa Clara University	+ Company types	+ Job functions
San Francisco State University + + University of California, Los Angeles (7),	∧ Recruiting & candidate activity	
Industries	+ Recruiting activity	+ Hide previously viewed
+ Candidate industries + Computer Software (2).	+ Tags search	+ All groups
Computer Soltware (2),		

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

Try LinkedIn's Students App



Education



Indiana University BS, Business Management 2007 - 2011



Syracuse University - New York Area Bachelor's in Business Administration 1996 - 2000

0

Volunteering



Co-founder & CTO Global Impact Collective Nov 2011 Feb 2015 3 yrs 4 mos

See more

Featured Skills & Endorsements

Financial Analysis · 50



Endorsed by Lucille Garza and 14 others who are highly skilled at this

Endorsed by Robin Rodriguez and 12 other mutual connections

Financial Modeling · 35



Education: the foundation of your career



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

Try LinkedIn's Students App







Photo: 2 where you make your first impression



Profiles with photos get 21X more views on

The shot should be:

- \checkmark You alone ✓ From shoulders up, smiling ✓ With a neutral background
- No fancy photographer needed







Experience



Director of Project Management GoldenPhase Solar Jan 2005 – Present *10 yrs 10 mos* 1



Member, Board of Directors GoldenPhase Solar Jan 2005 – Present *10 yrs 10 mos*



Senior Manager Freshing Jan 2003 – Jan 2005 2 yrs



Lead Manager Freshing Sept 2000 – Jan 2003 2 yrs 5 mos



Project Manager

FirstSolar Aug 2011 – Jan 2014 2 yrs 6 mos



Your connection **Janet Kurtz** and You worked here at the same time

Education



Indiana University BS, Business Management 2007 – 2011

Svracuse University - New York Area

3 Experience: show what you've achieved



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

Try LinkedIn's Students App



Volunteering



Co-founder & CTO **Global Impact Collective** Nov 2011 Feb 2015 3 yrs 4 mos

See more

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Endorsed by Abigail Beck and 10 others who are highly skilled at this



Endorsed by Sharlene Lucas and 3 other mutual connections

Internal Controls · 20



Endorsed by Andre Holland and 5 others who are highly skilled at this

Endorsed by **3 of Alexander's colleagues** at GoldenPhase Solar





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







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Endorsed by 3 of Alexander's colleagues at GoldenPhase Solar
See 14 more skills
Accomplishments
2 HONORS & AWARDS
25 Most Influential People in the

5 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

Try LinkedIn's Students App





Summary: 6 your unique story in your own voice

Be sure to highlight:

✓ What you're interested in √ What you're good at \checkmark Your career goal(s)









Grow your network and research jobs and companies

Get hired





Networking is still the best way to find a job

of jobs get filled through networking

Source: The Adler Group, LinkedIn's 2017 Global Recruiting Trends report



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







Connect with the people you know

●●●○○ Sprint ᅙ	11:23 AM	
	Mon	
	Dear Professor Smith,	
	I very much enjoyed your Econ 201 class last year. It's actually what inspired me to major in	
	Economics. May I add you to my network?	
	Regards, Megan	
	11:29 AM	
		-
Write a message	e or attach a file	
a d	Send ••	

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

Personalize your invitation so people remember who you are

Try LinkedIn's Students App



Tap your connections and alumni for help

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●●●○○ Sprint 🗢	* 11:23 AM 1 74% I	
	Mon	
	Dear Scott, I found your profile through the UT alumni network. I'm a current student and would like to talk to you about your path to Amazon. Amazon is my top choice employer for next year so I'd love to get your perspective. Would you be available for a 20 minute phone conversation?	
	I look forward to hearing from you, Megan	
	11:29 AM	

Write a message or attach a file

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

🗎 Search jobs by title, keyword or c	company 🛇	City, state, country or postal code	Find jobs
Job search alerts: 15 new jobs for Softwar	e Engineer in San Francisco Bay Area So	ftware Engineer in San Francisco Bay Area 🏻 📗	Manage alerts
3 12 Saved jobs Applied jobs			Looking for talent? Post a job
Jobs you may be interested in Any location · Training to Executive level	n • Any industry • 2 - 10,000+ Employees U	pdate preferences	
Apply		2	CPSI
Senior User Interface Designer For Internal Applications Zoomjax Seattle, WA, US	User Interface Artist - User Interface Design, Social Triangle San Francisco, CA	Team Lead, UX Designer for Streaming Media Elk Industries San Francisco Bay Area	User Experience/UI Designer Career Planners, Services Inc. San Francisco Bay Area
NEW · Posted 2 hr ago	Posted 3 days ago	NEW · Posted 12 hr ago	NEW · Posted 3 hr ago
Sponsored	Sponsored	Sponsored	
Senior Server Engineer to Improve Cancer Treatments Flexis San Francisco Bay Area	Field Marketing Manager - System Integrators and Lamcane San Francisco Bay Area	Senior UX Designer Goldenphase San Francisco Bay Area	User Interaction Designer Microblock Technologies Mountain View, CA
Posted 3 days ago	Posted 1 hr ago	C&T 1 company alum Posted 2 days ago	SU 3 school alumni NEW · Posted 6 hr ago ×

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Company culture

Read more ~

Applicants
• Learn more about the company's hiring trends

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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.

		People	also viewed Android and iOS Developer 3 Points Co. San Francisco Bay Area	5d
You ha	ve 8 connections at Freshing			
	Bob Dean Software Engineer at Freshing ♥ San Francisco Bay Area			Message
	Tom George Senior UI Engineer at Freshing © San Francisco Bay Area			Message
	Jim Jones Software developer at Freshing © San Francisco Bay Area			Message
		See a	u	
ו with P	remium Try for free		Flash Industries San Francisco Bay Area	
			فالمرد وكرالكم لأع	

The work you'll be doing

A foot in the door



Your dream job is closer than you think

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How to plan your team's next outing Alexander Fischer on LinkedIn January 4, 2016

Activity



The internet just got crazier You liked



Why going to the beach is importa... You commented

See more

Experience



Director of Project Management GoldenPhase Solar

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

Try LinkedIn's Students App





<u>iTunes</u>

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.co m/student-publishing



Get the inside scoop to prepare for interviews





474,919

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



Angela Ahrendts Senior Vice President, Apple





Follow Industries

Become an expert by staying on top of trends and news

Google Play





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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Questions? Check out LinkedIn's Help Center

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