



# The Student's Guide to LinkedIn

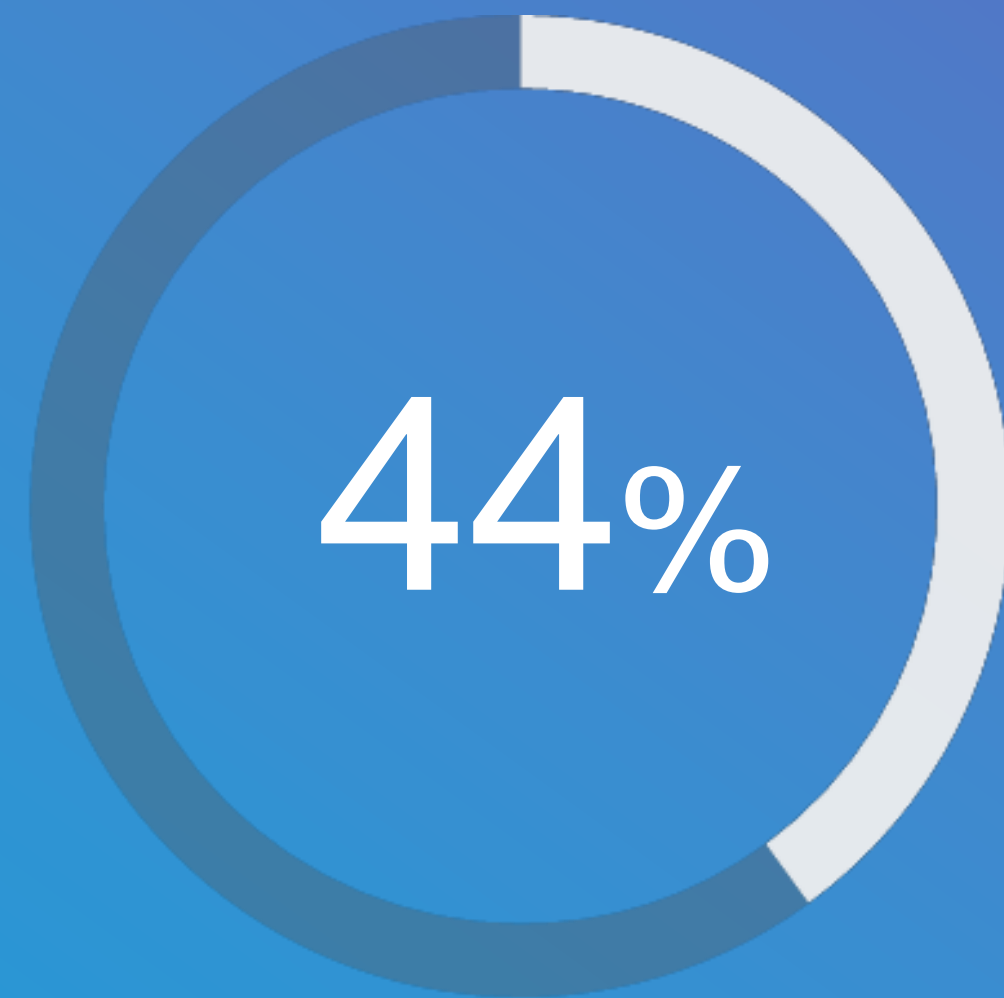


Leaving college can be hard

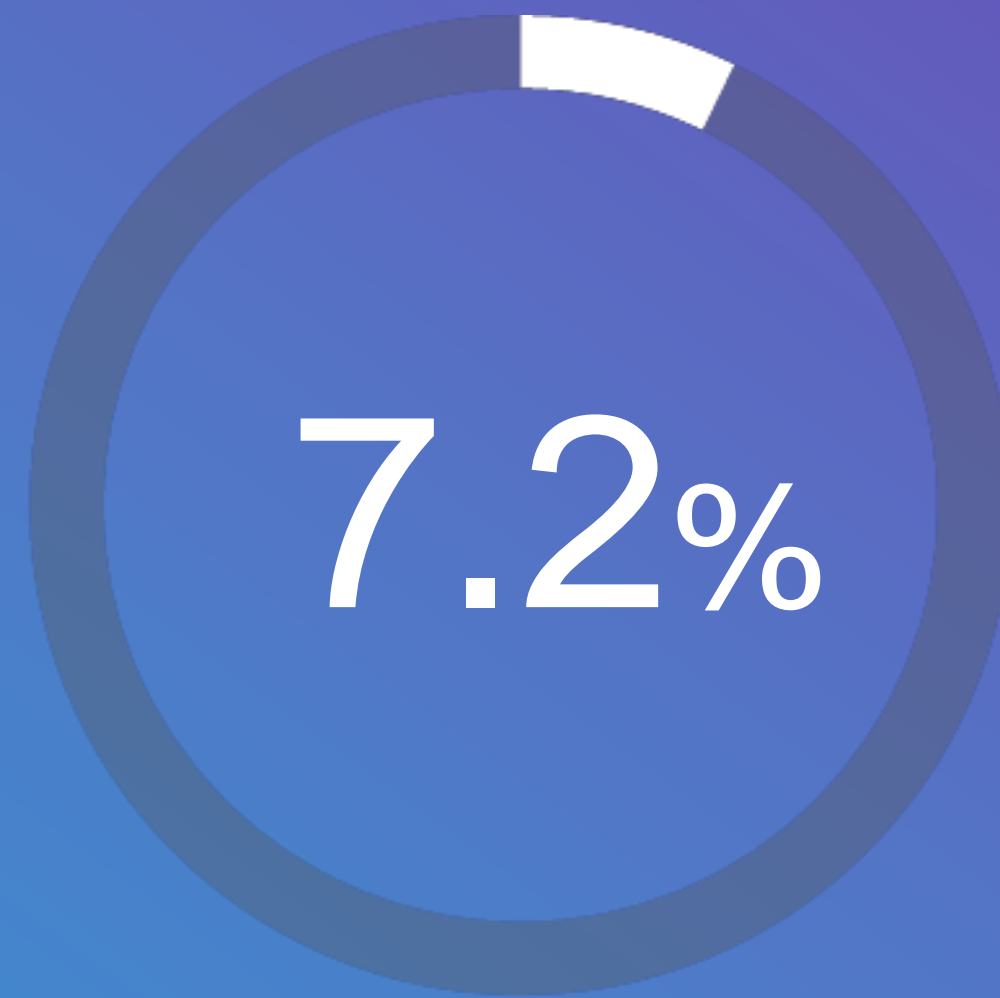




# U.S. college grads by the numbers



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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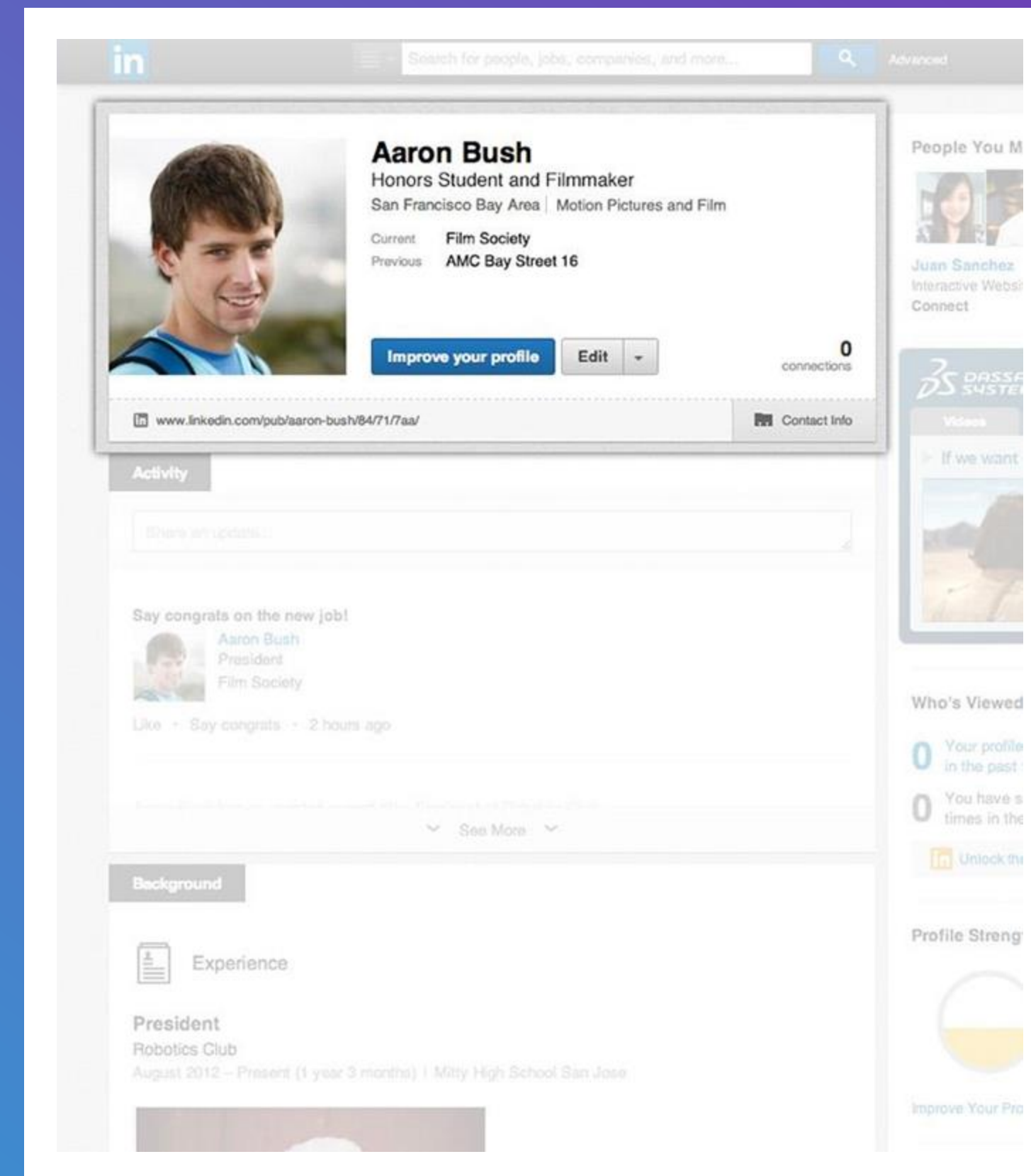


# The LinkedIn difference: a professional mindset

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

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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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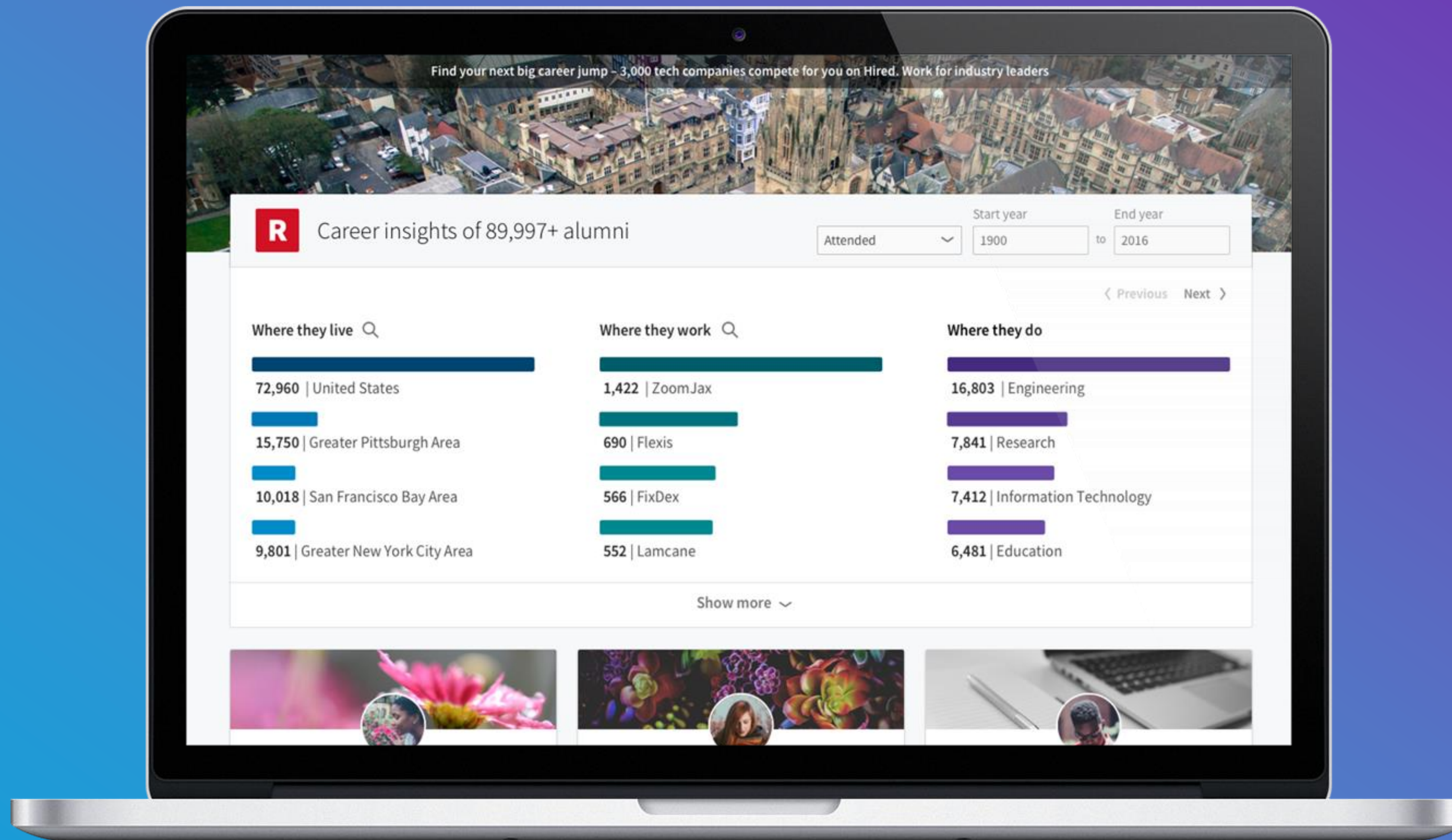
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# Map your future using the Alumni Tool

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 is covered with a semi-transparent blue 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

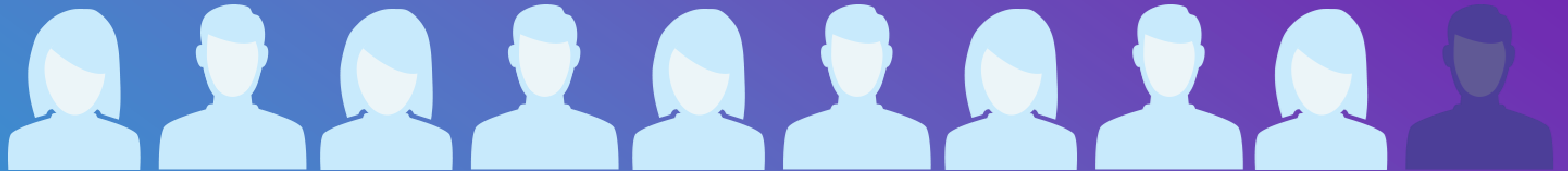
## Get noticed by hiring managers and recruiters

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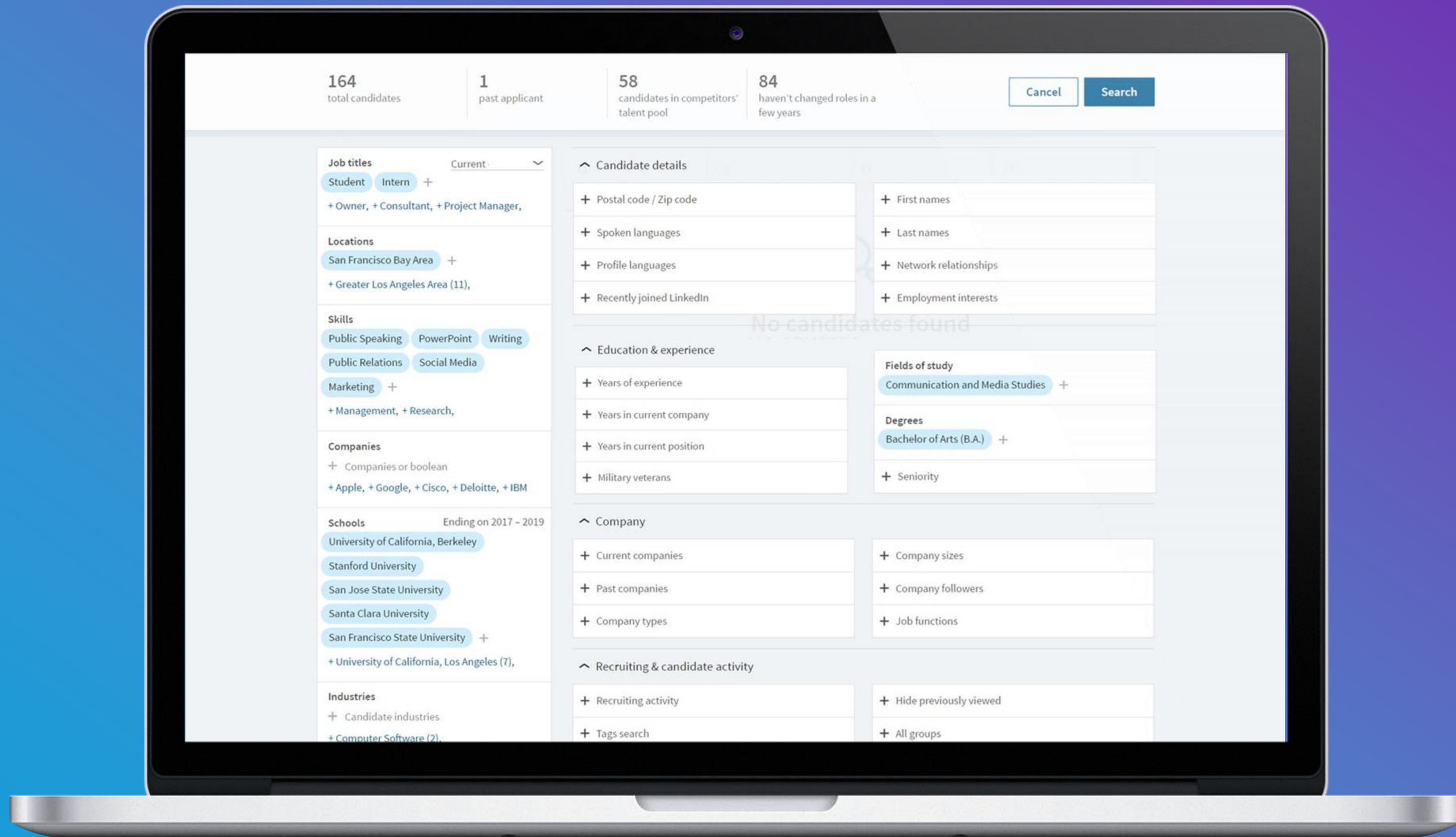
9 out of 10

Company recruiters use LinkedIn

So should you



# Understand how recruiters find you

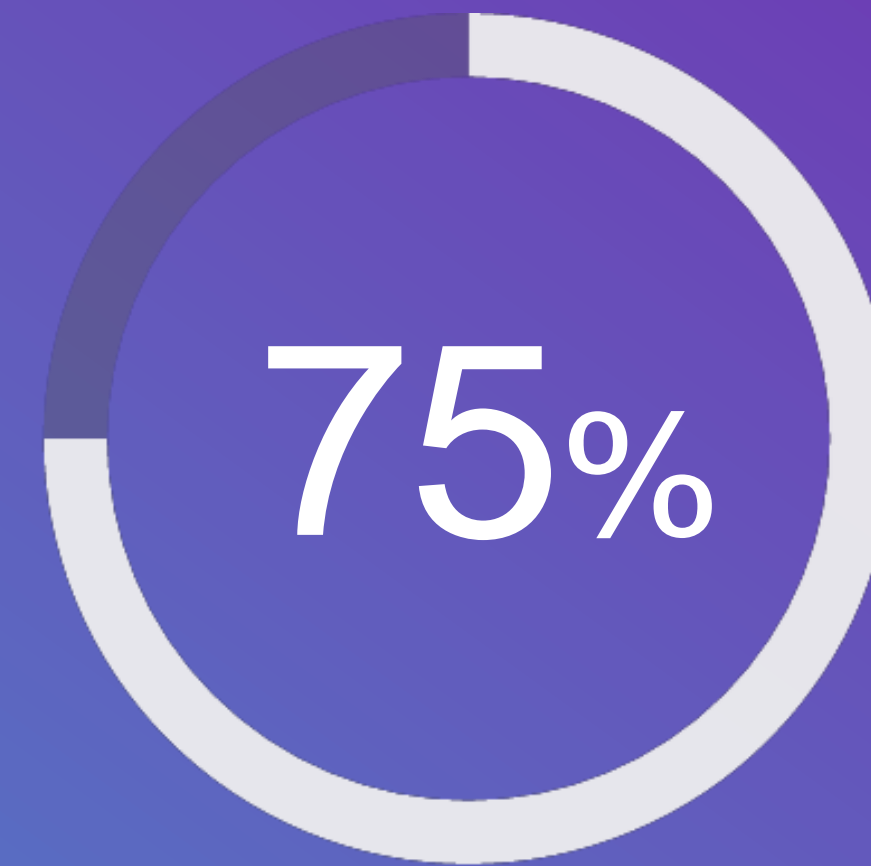




# So you can rock your profile

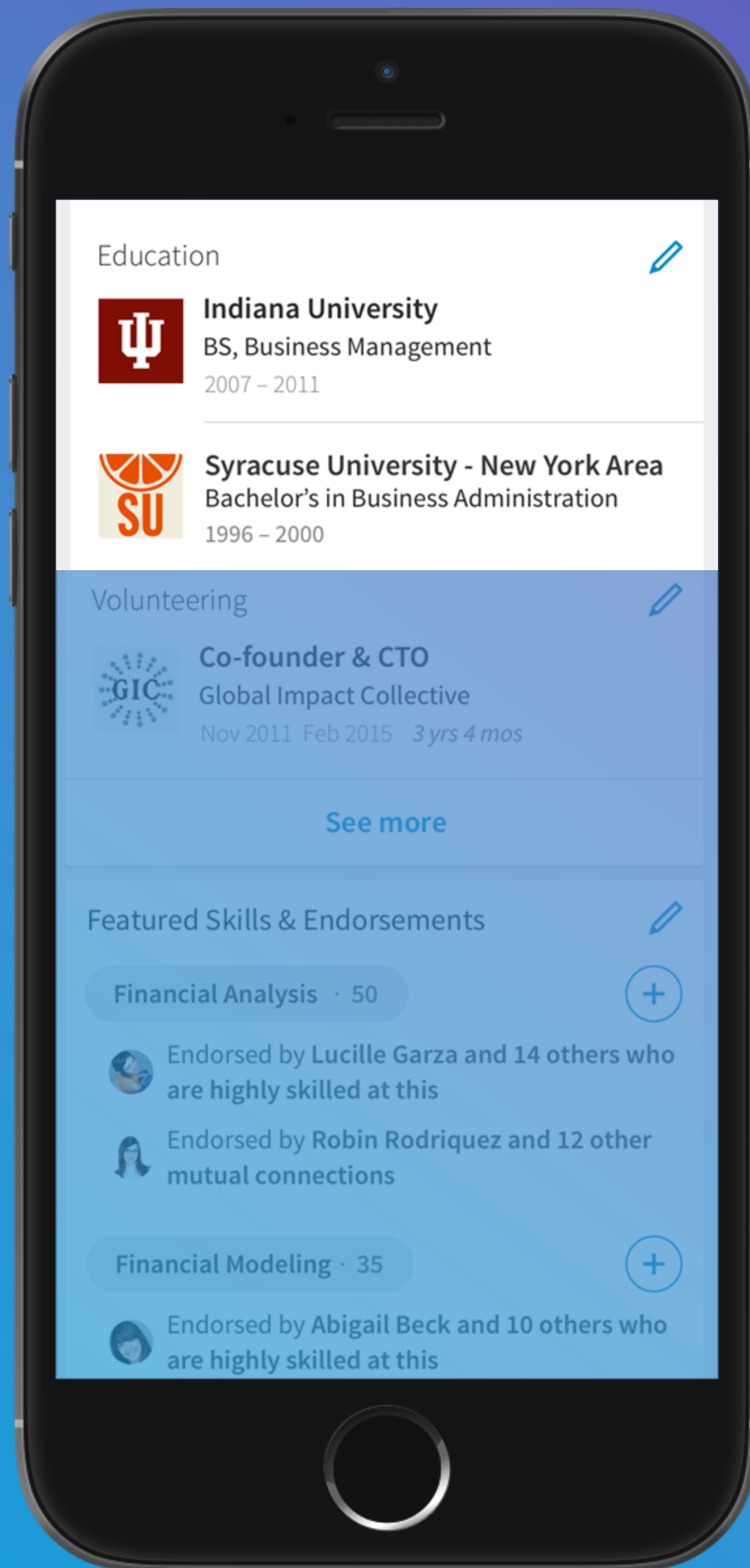
## 6 key profile sections

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

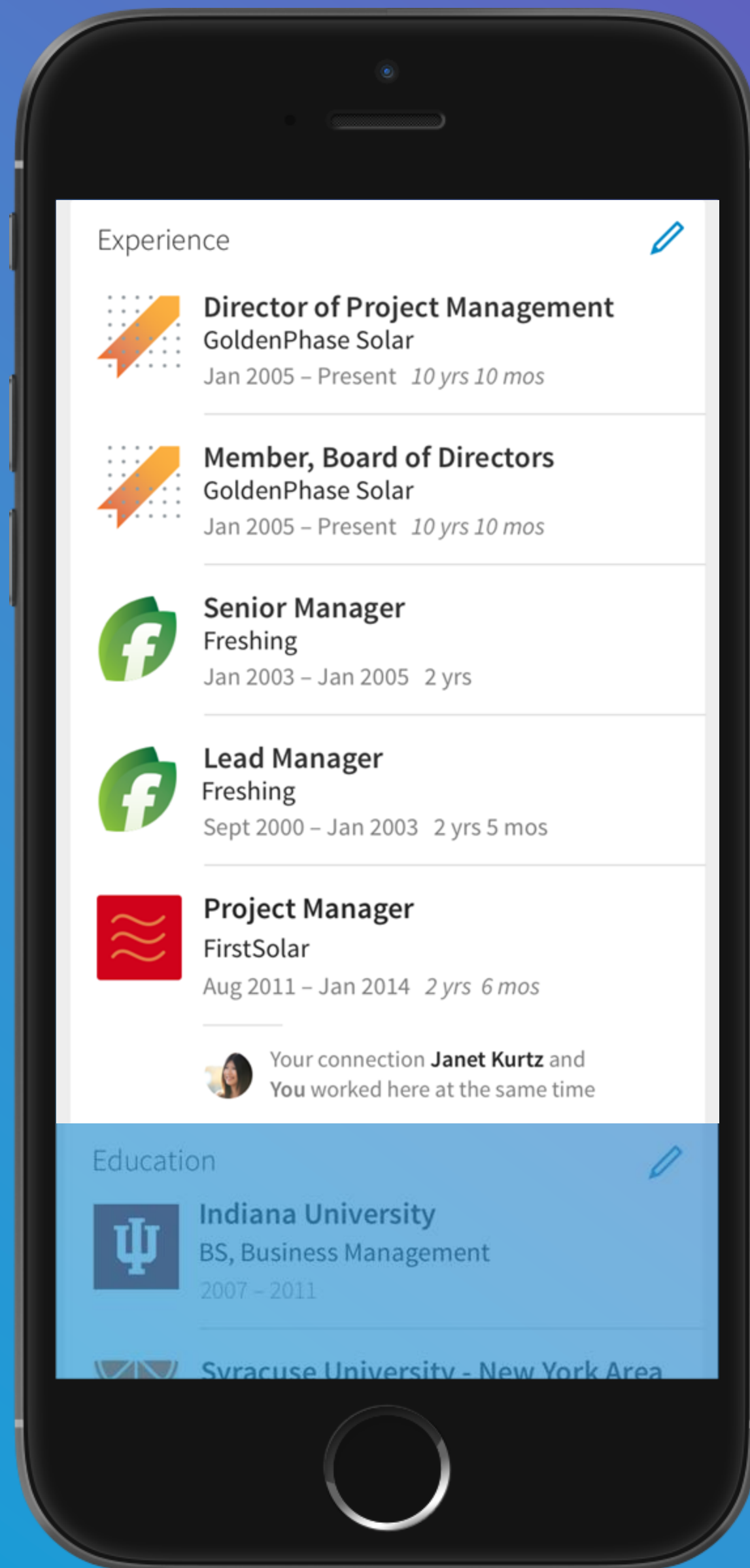
No fancy photographer needed

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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

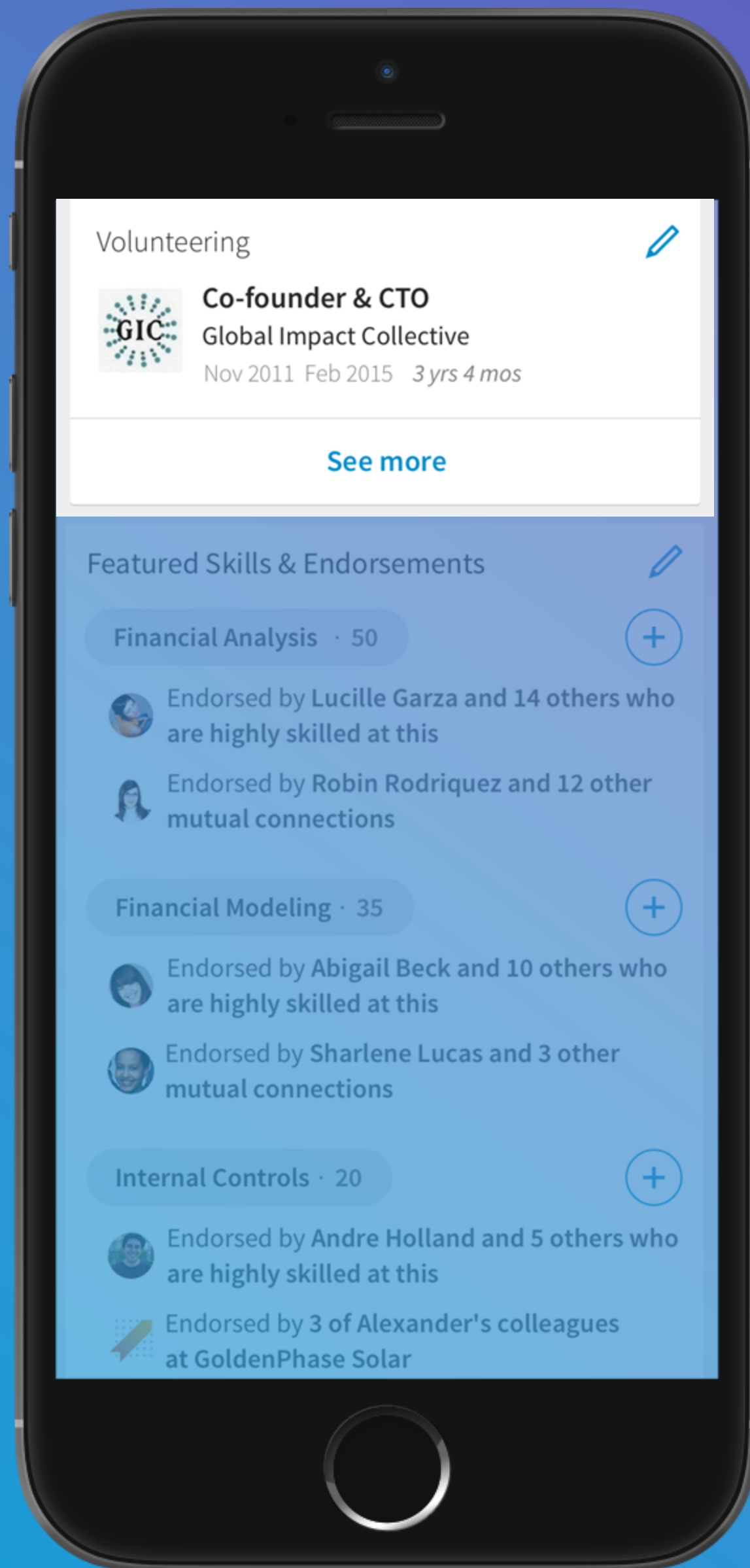
**Bonus:** describe what you accomplished

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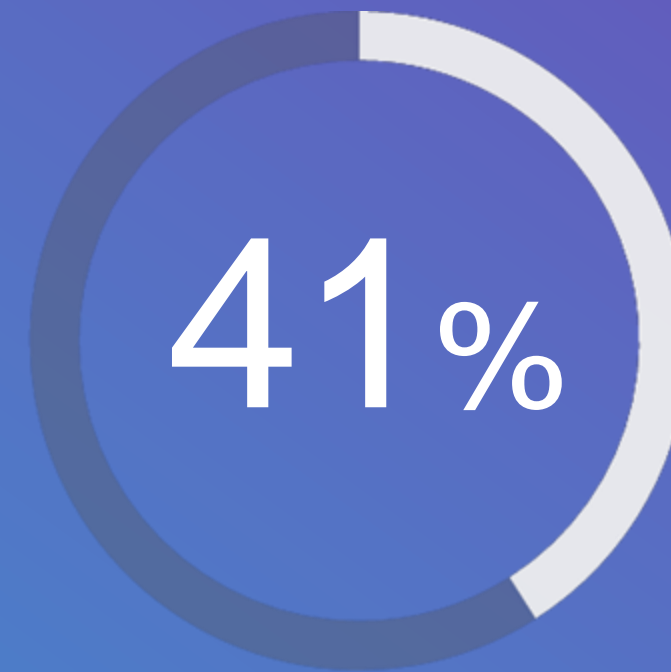
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4

## Volunteer Experience: it counts so include it



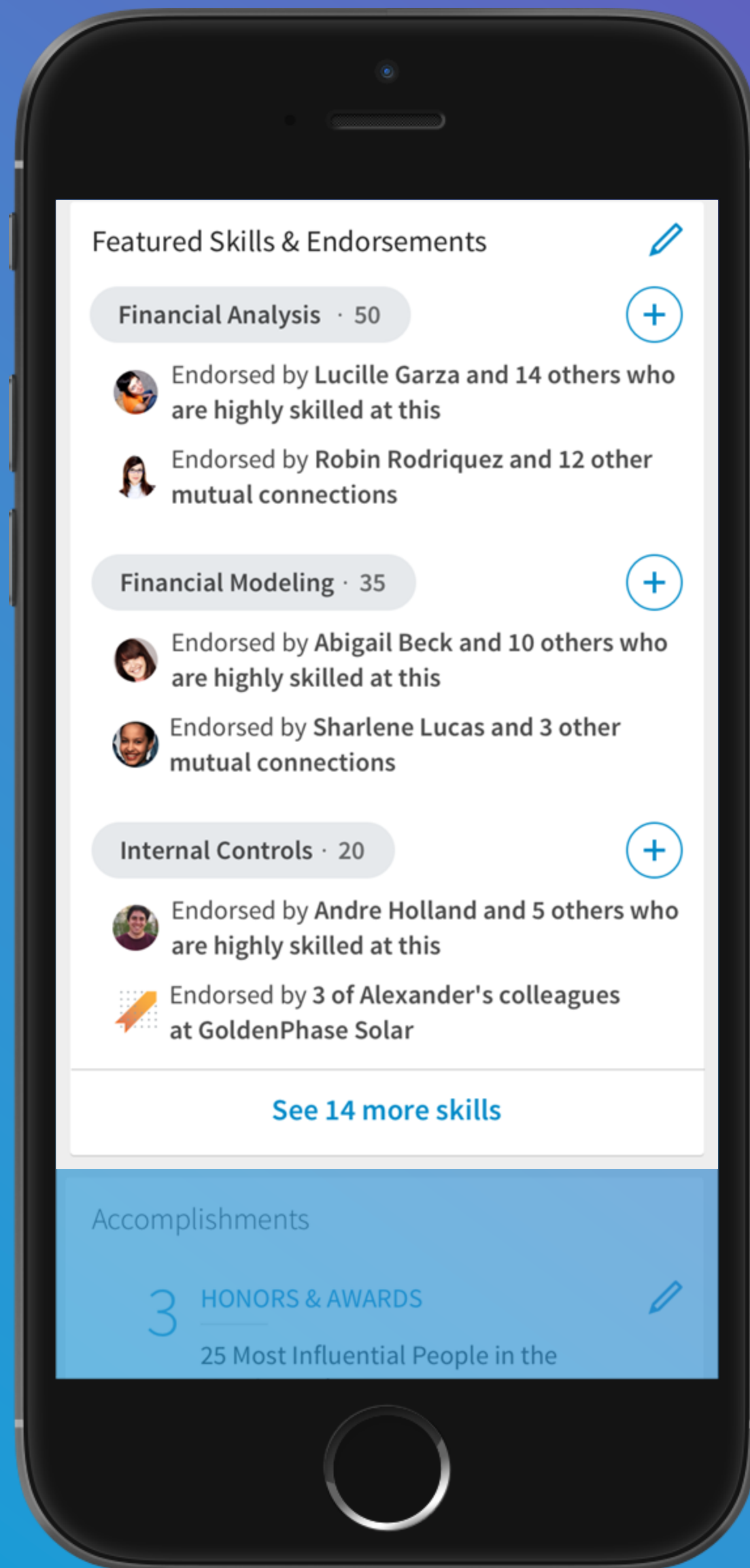
of hiring managers  
consider volunteer  
experience **equally as  
valuable** as paid work  
experience

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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?

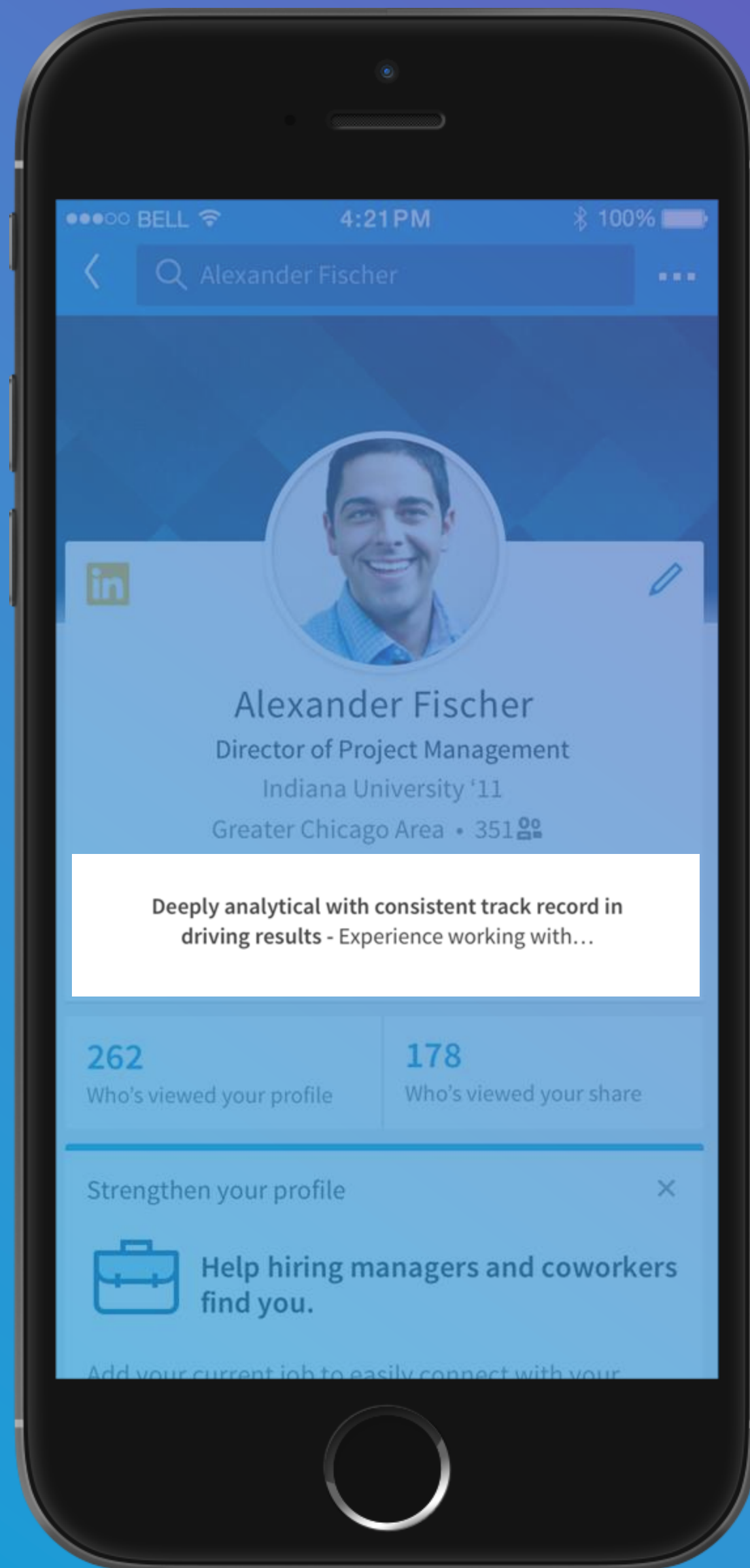
Add top skills you've learned in or outside of school

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6

## Summary: your unique story in your own voice

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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 standing and pointing at a computer monitor, while the other is seated at the desk. The office has large windows and modern decor. The entire image is overlaid with a semi-transparent blue filter.

# Get hired

Grow your network and research jobs and companies

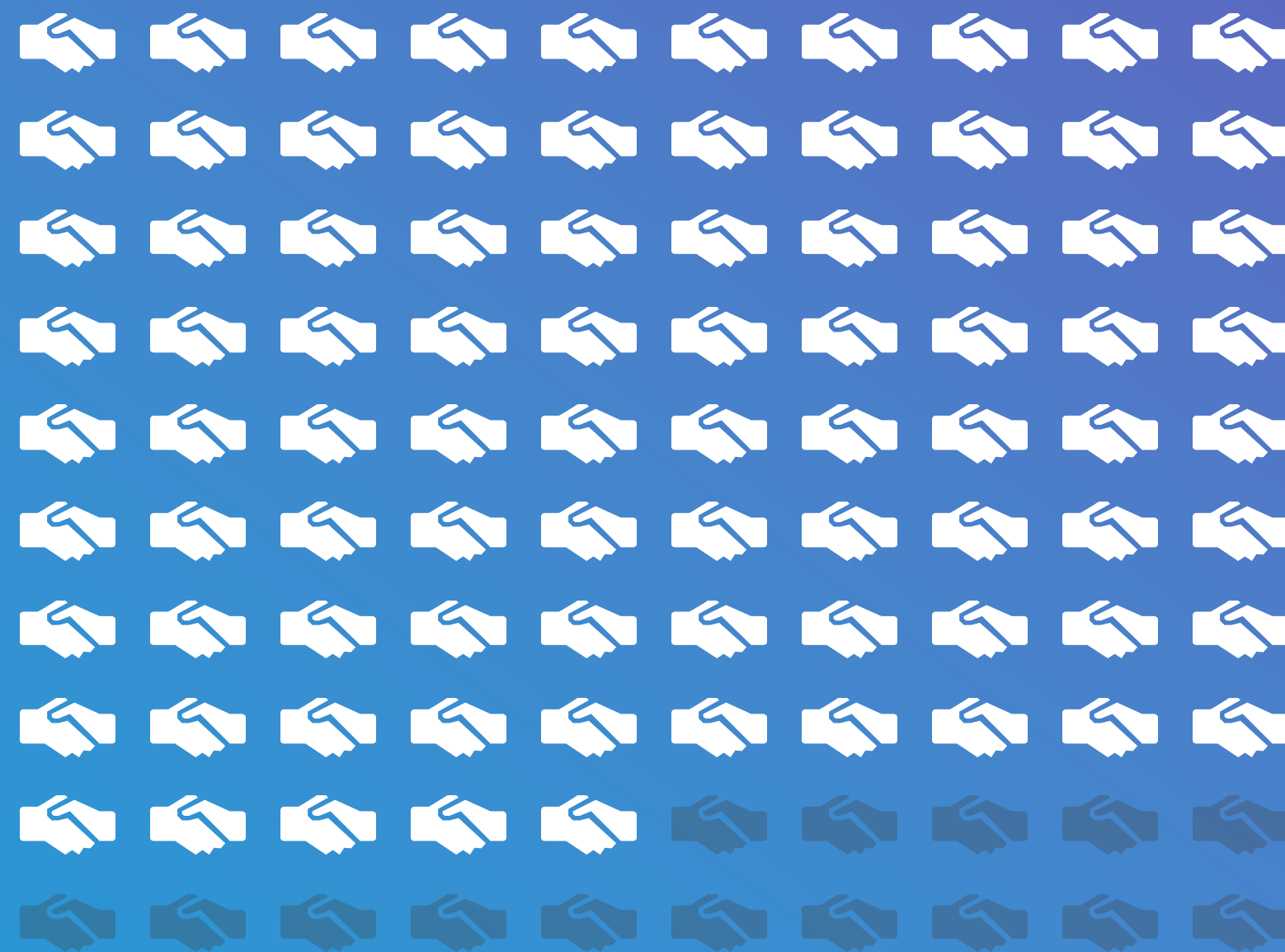
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# Networking is still the best way to find a job



**85%** of jobs get filled through networking

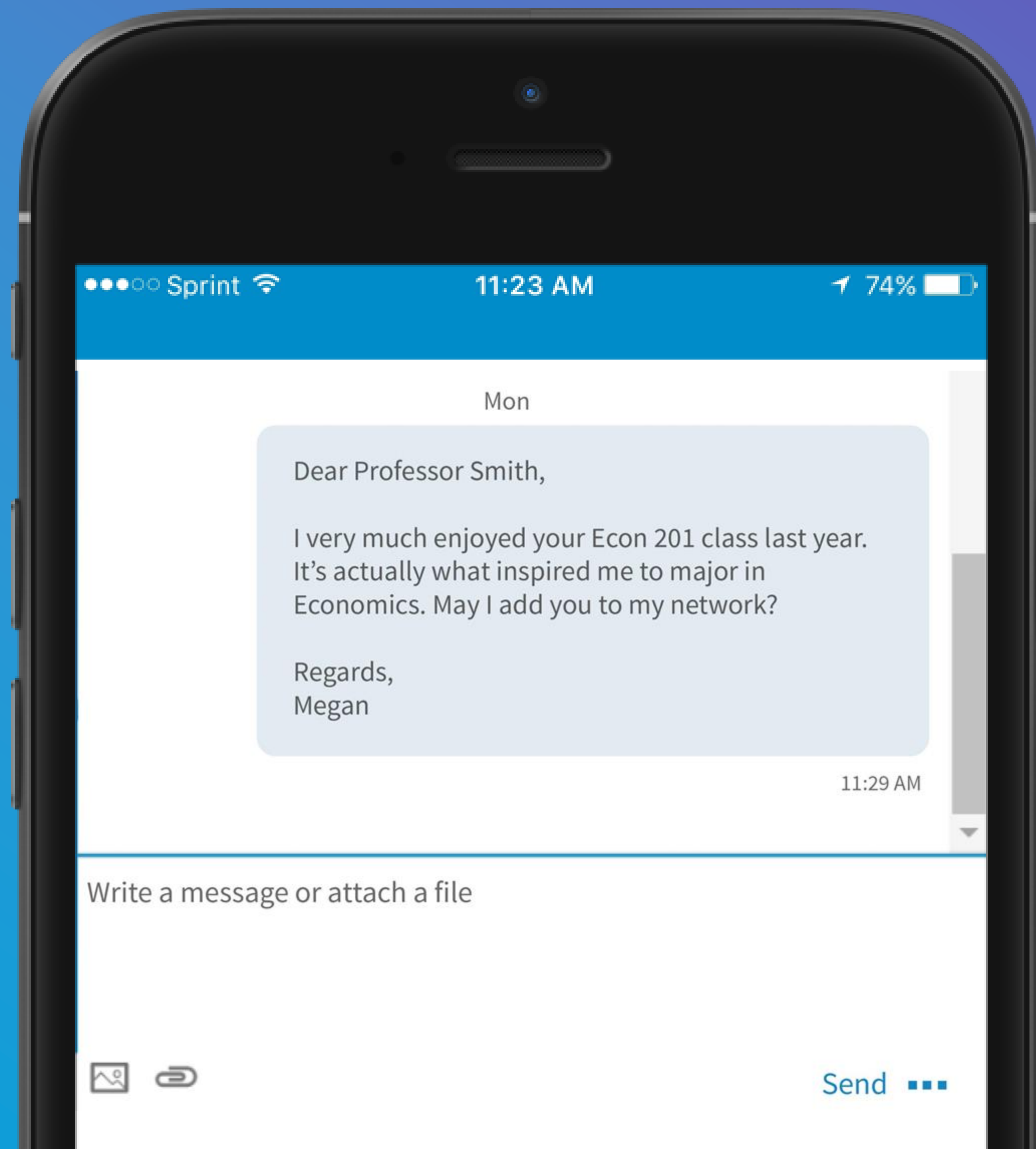


**#1**

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

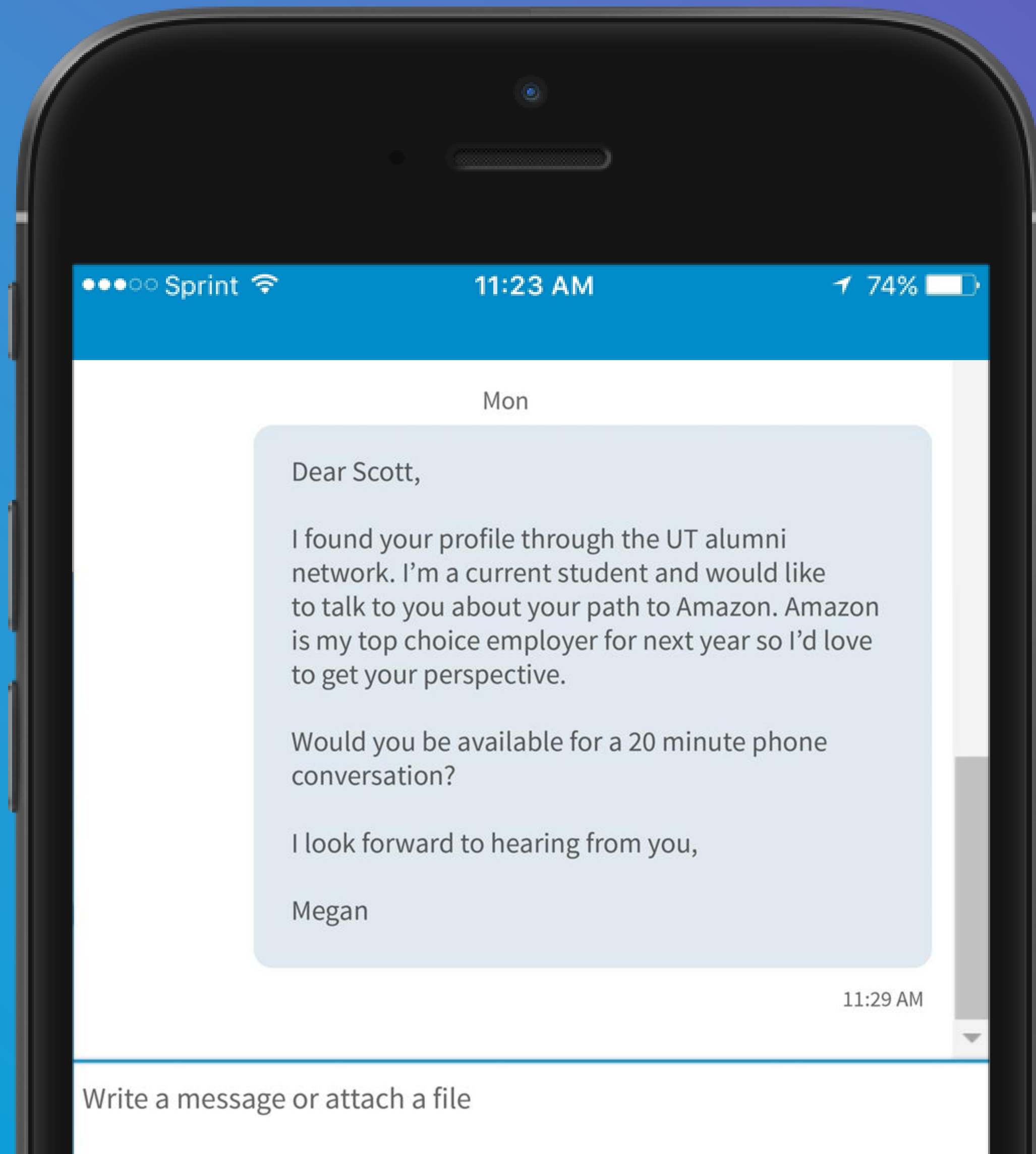
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# Tap your connections and alumni for help



## Why?

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

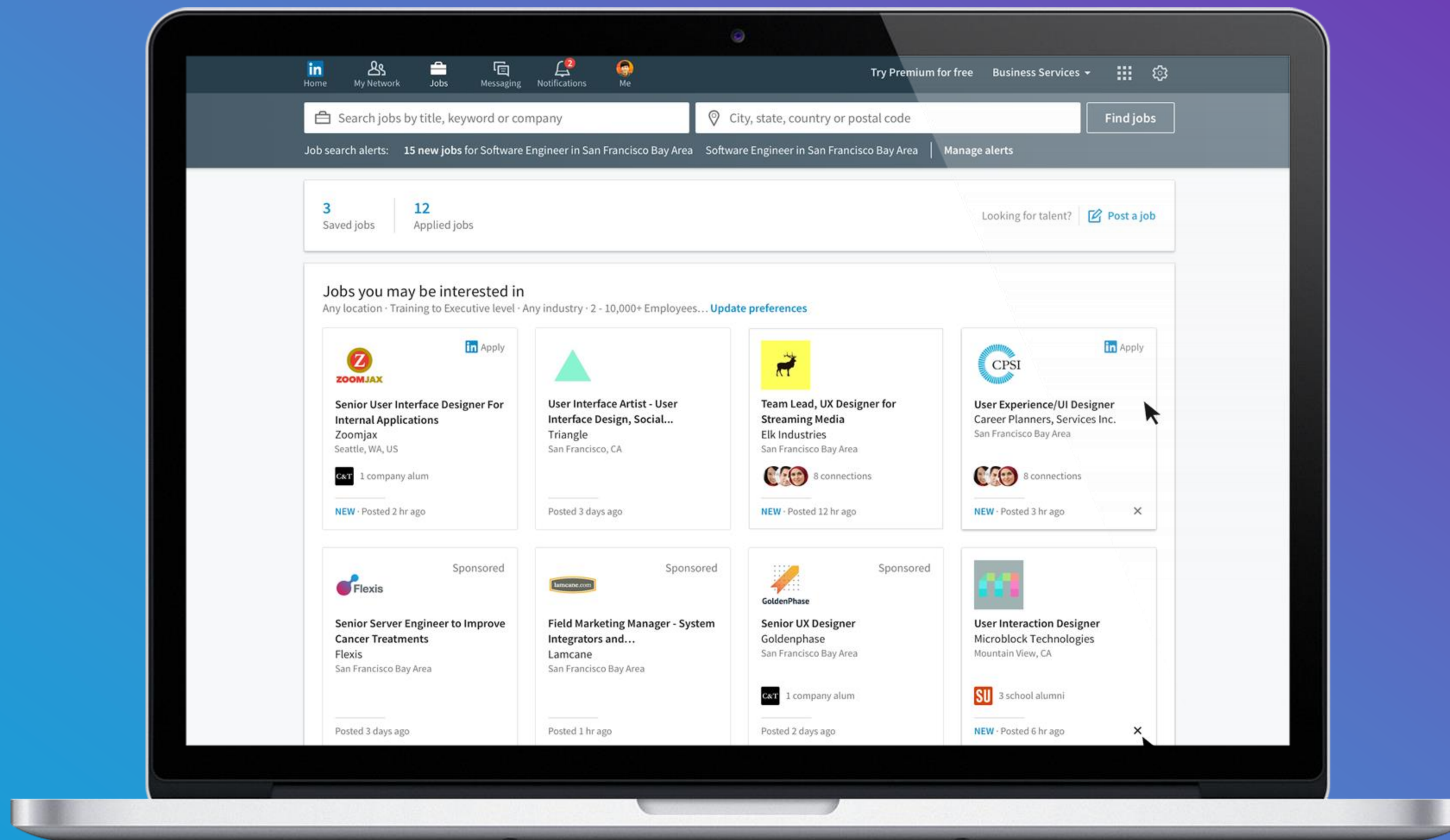
## What to say?

- ✓ 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

## 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.

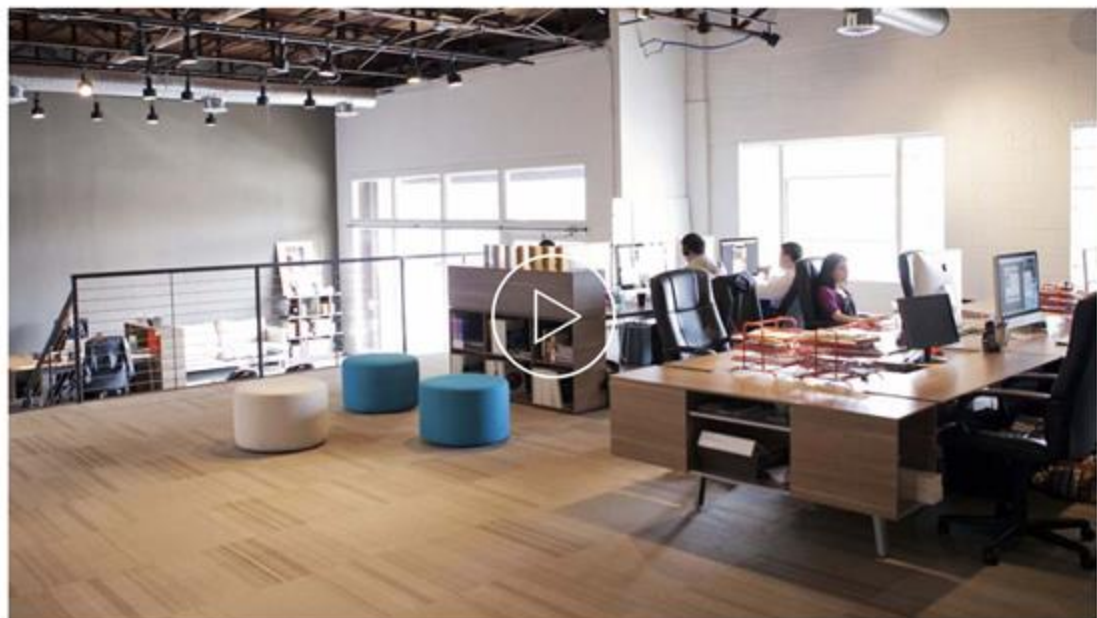
Searching for your dream job? At LinkedIn, we strive to help our employees find passion and purpose. Join us in changing the way the world works.

The work you'll be doing



**Freshing**  
Non-Profit Organization Management · 1,234,872 followers

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**About us**


The future is all about what you do next and we're excited to help you get there. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 430 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing...

[Read more](#)


## You have 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](#)

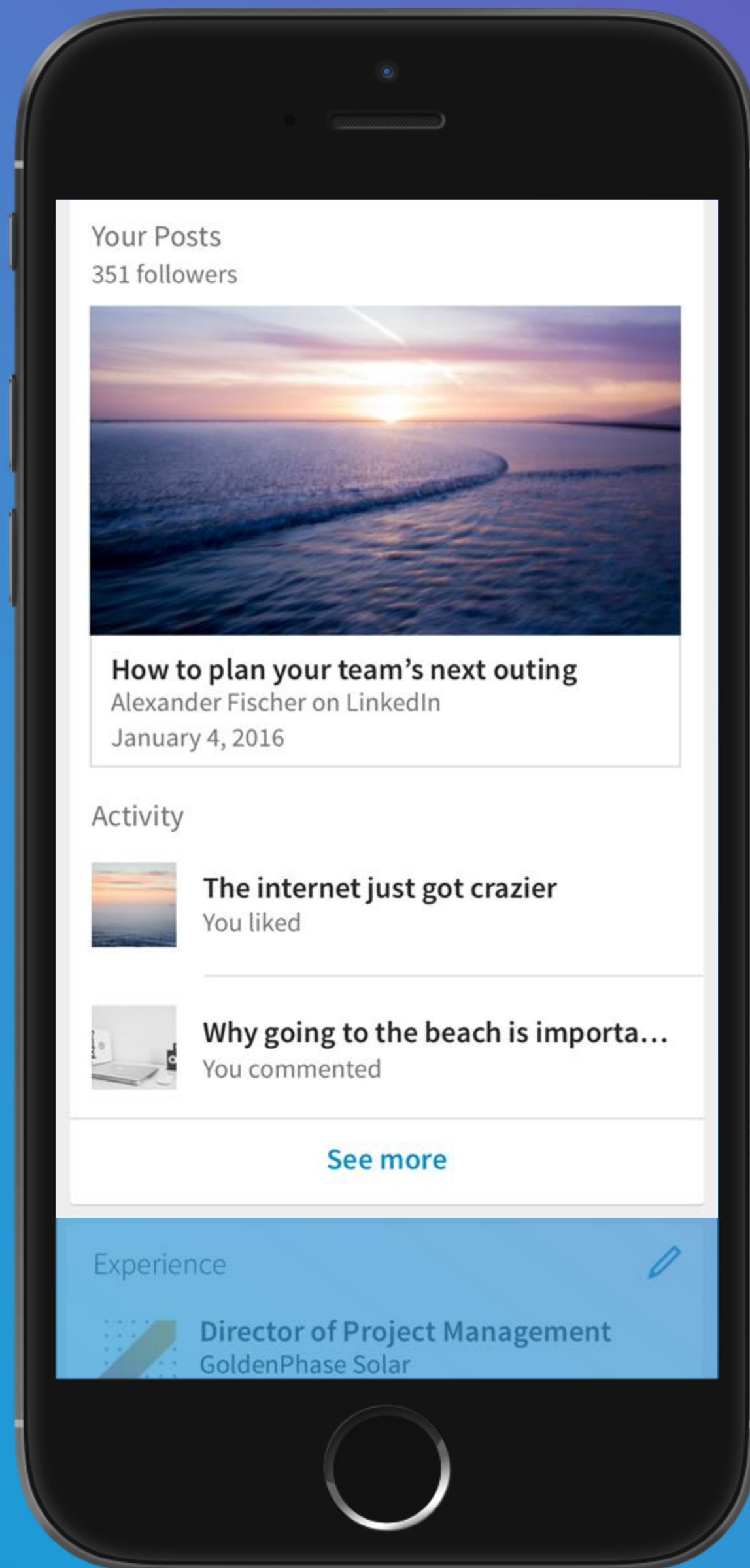
A foot in the door





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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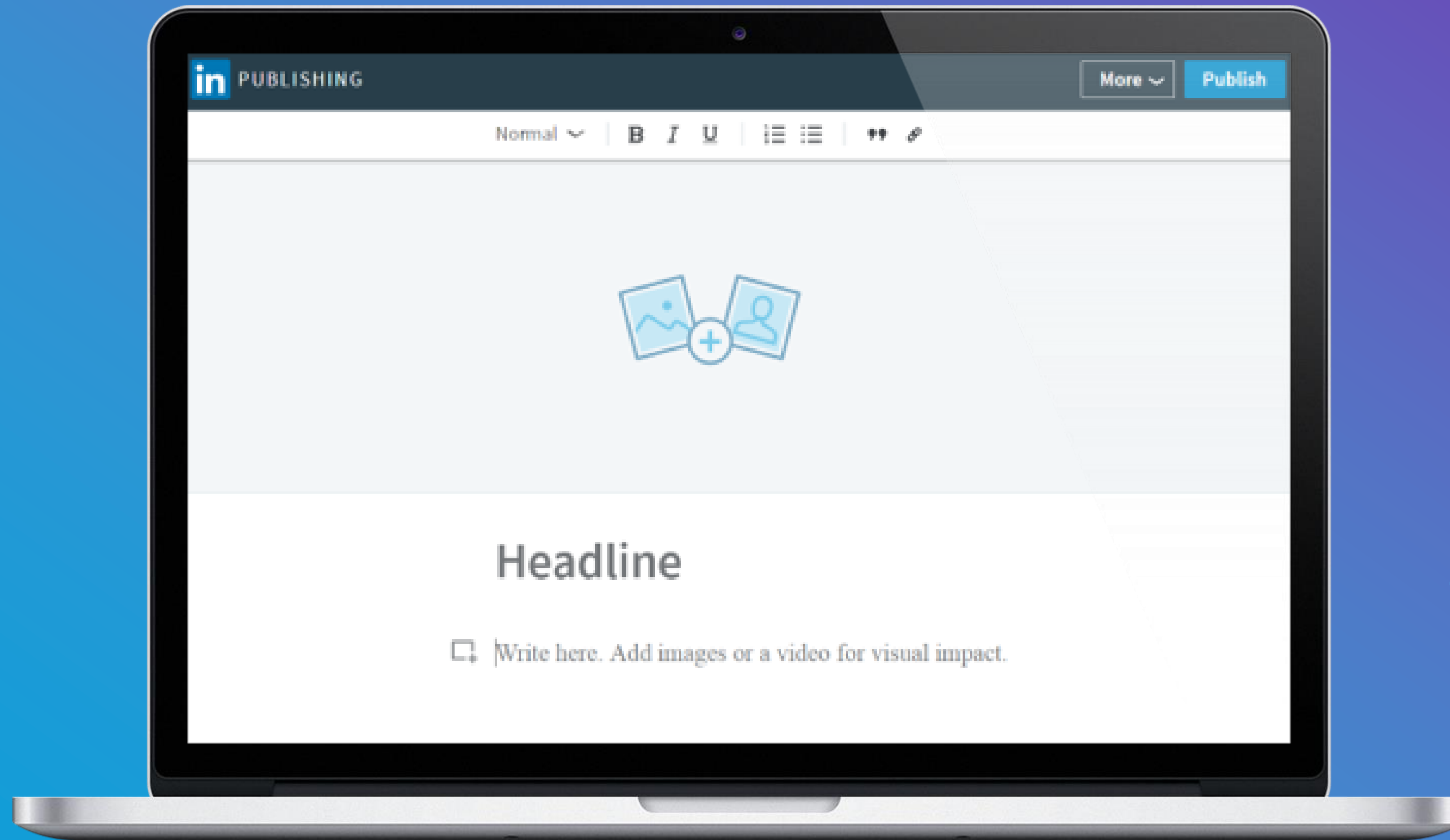
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# Publish your thoughts and become known

Turn your knowledge into opportunity



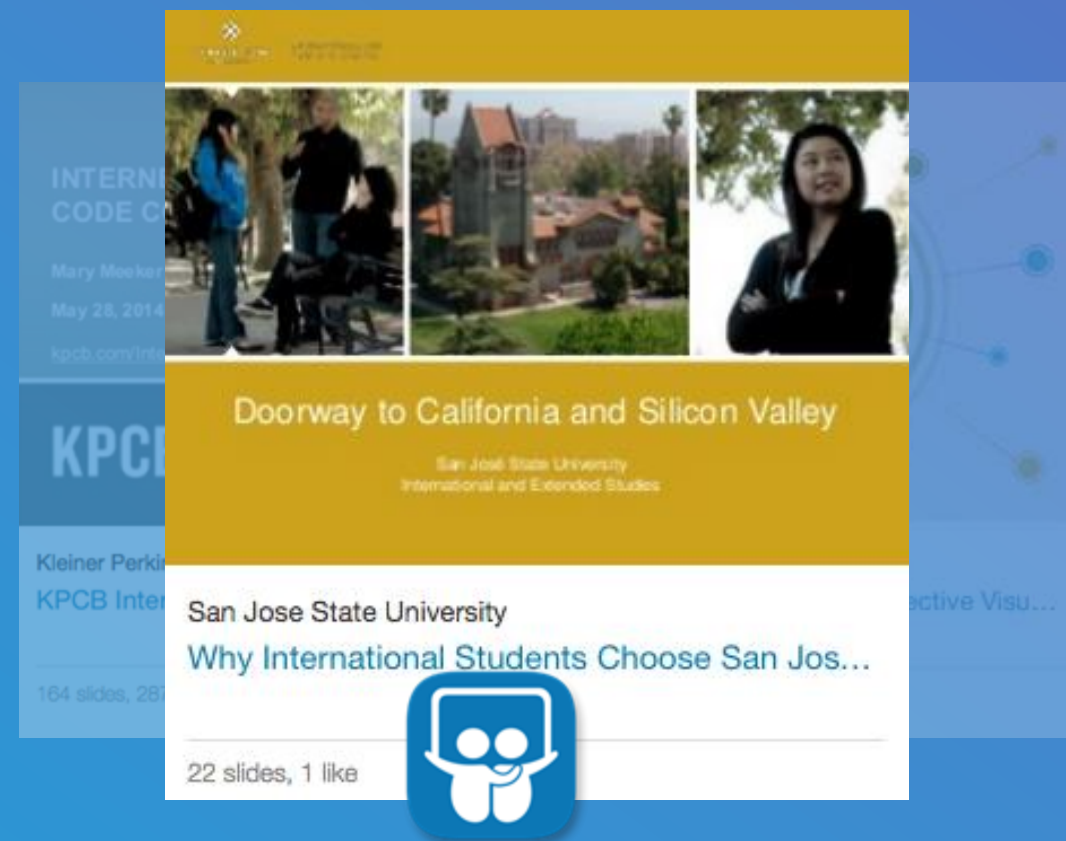
Add #StudentVoices at the bottom of your post for a chance to get it featured

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

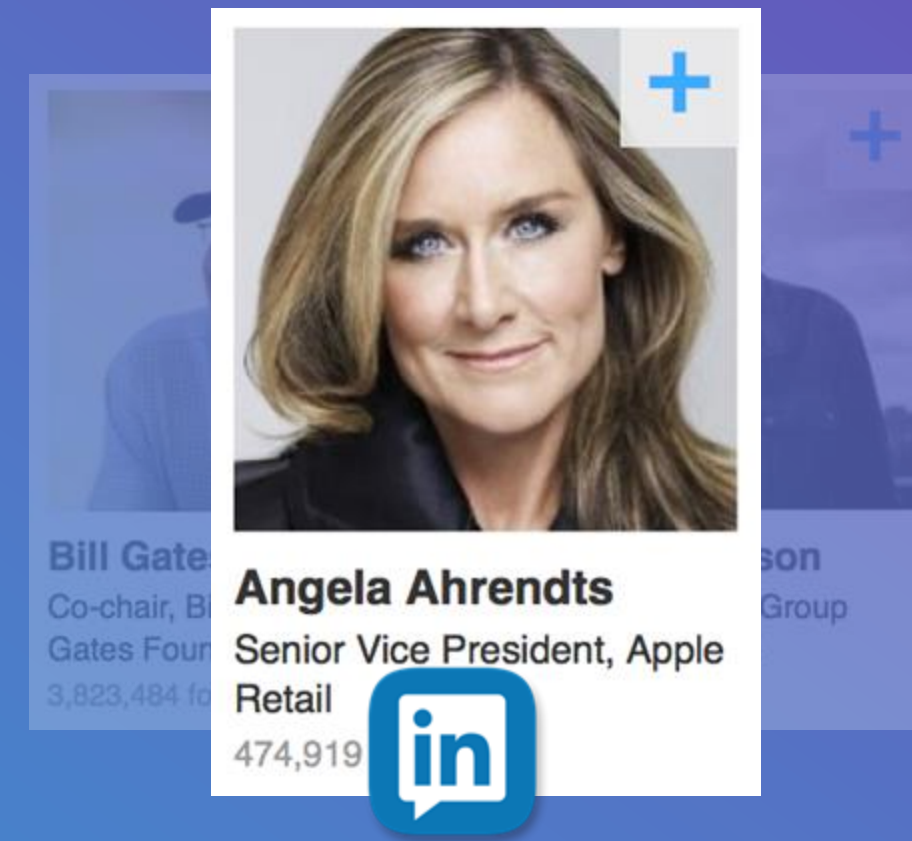


# Get the inside scoop to prepare for interviews



## 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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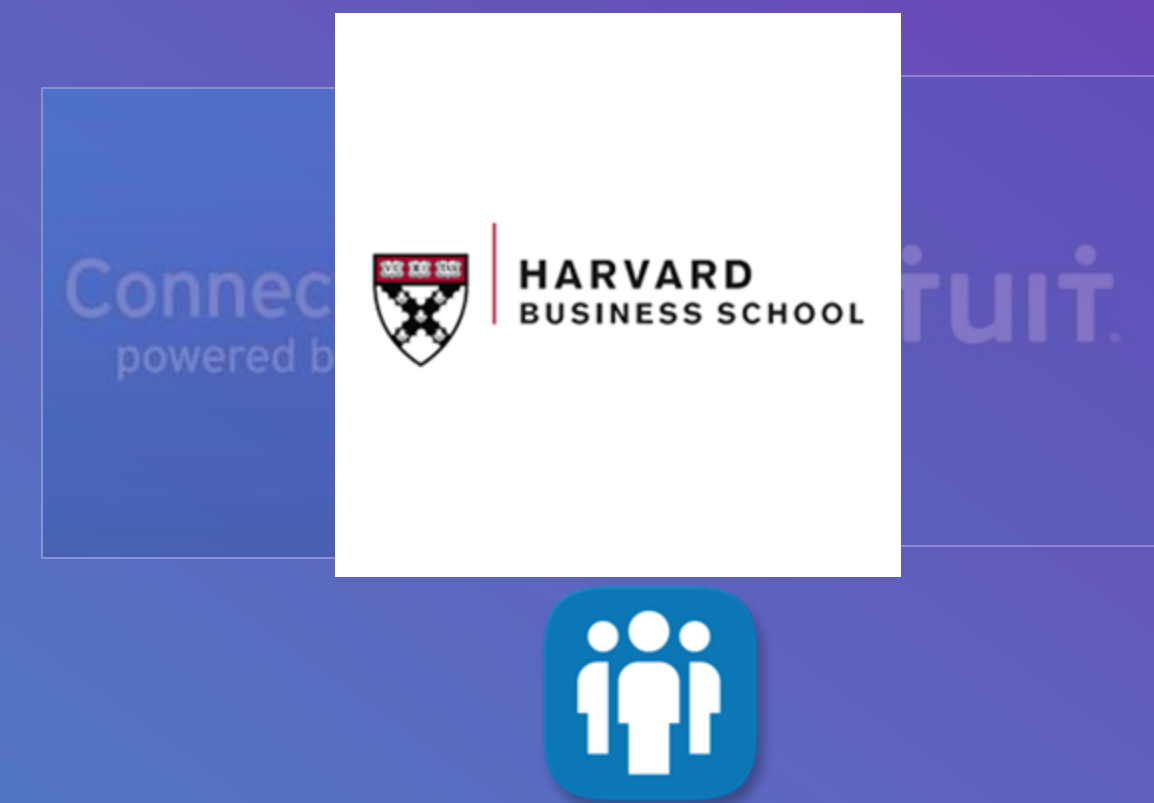


# Give your professional knowledge a boost



## 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

Manage your Public profile

Update your privacy settings

Create your profile in another language

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