



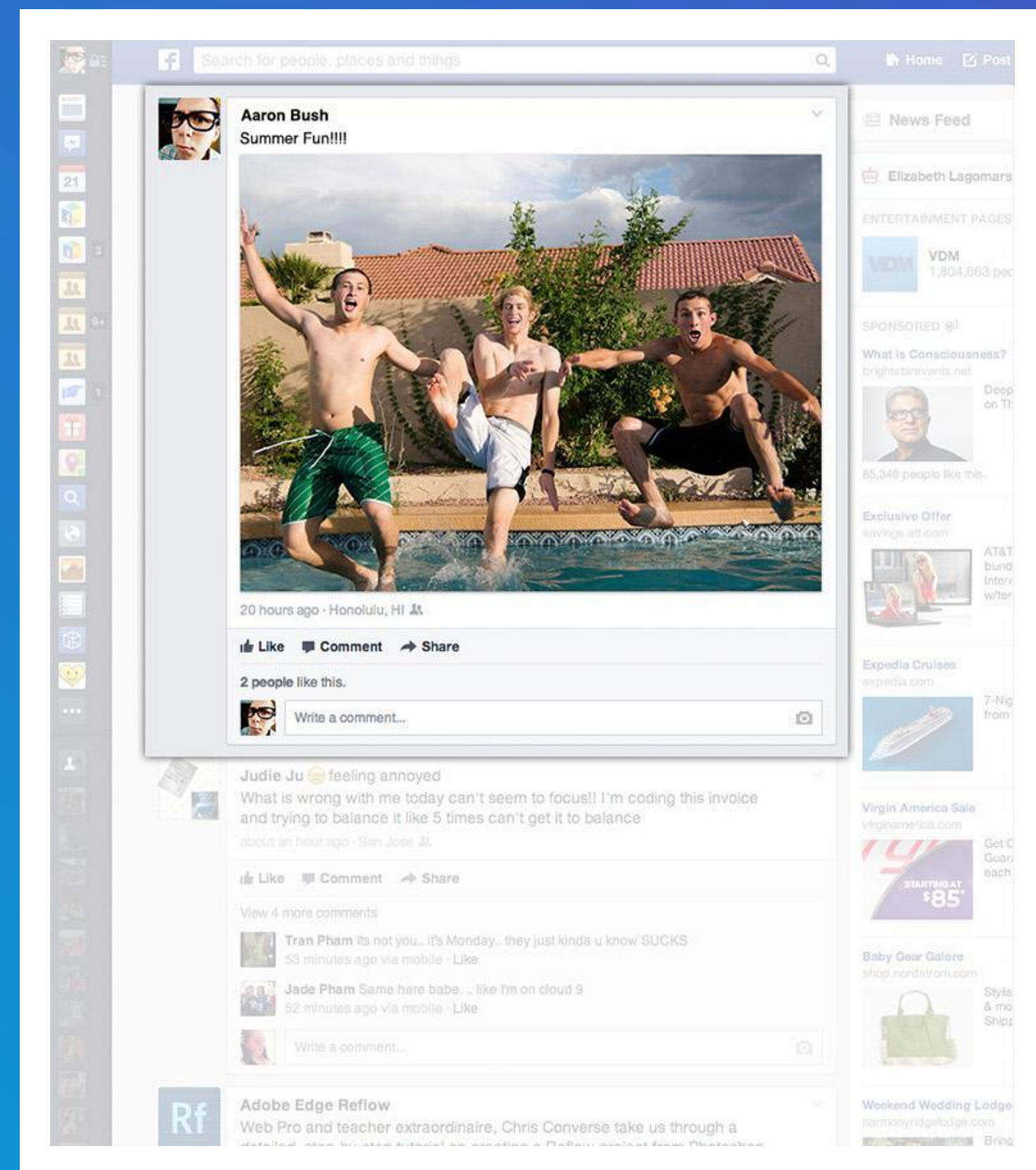
The Student's Guide to LinkedIn

Leaving college can be hard

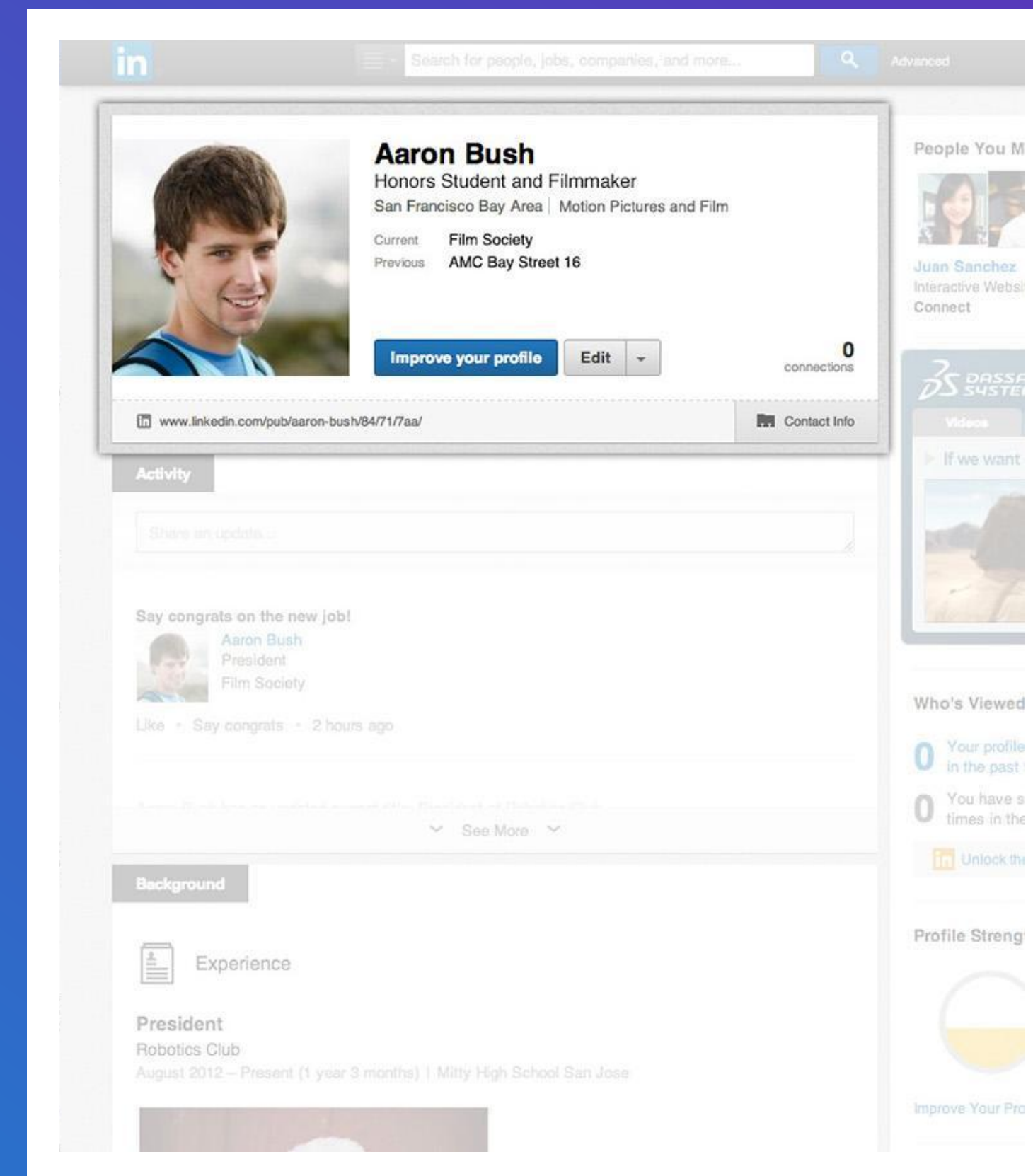


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Luckily there's a place to jumpstart your career



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



LinkedIn is for your **professional life**

Donuts on other social media



I like donuts



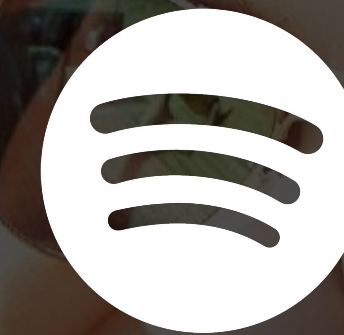
Watch me eat a donut



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

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.

You can launch your career using LinkedIn



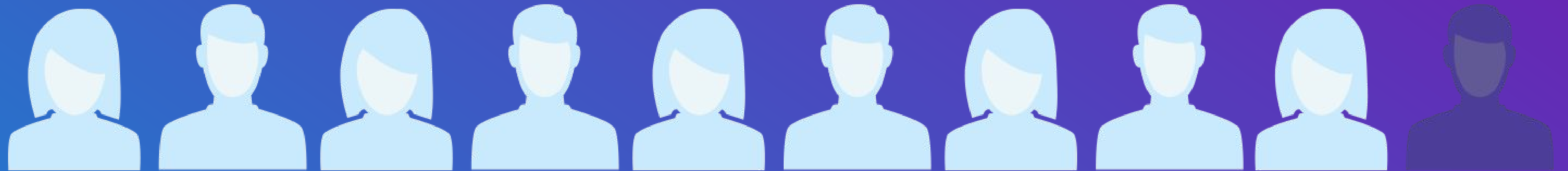
Build your brand



Get hired



Build your professional brand
Get noticed by your future boss and recruiters



9 out of 10

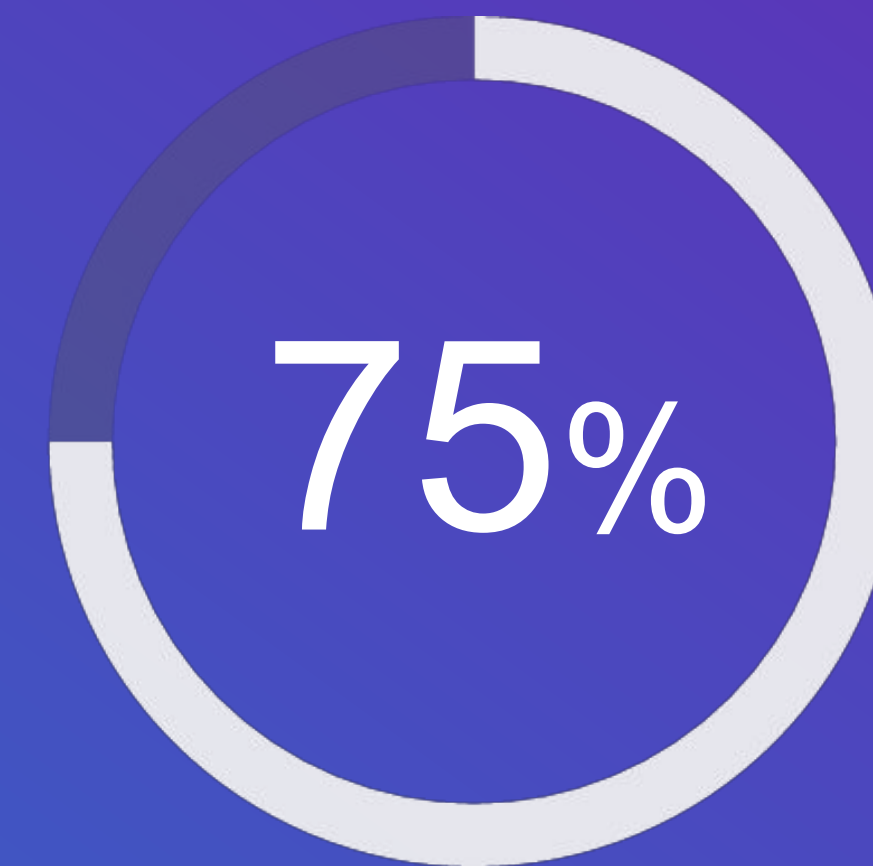
Company recruiters use LinkedIn

So should you

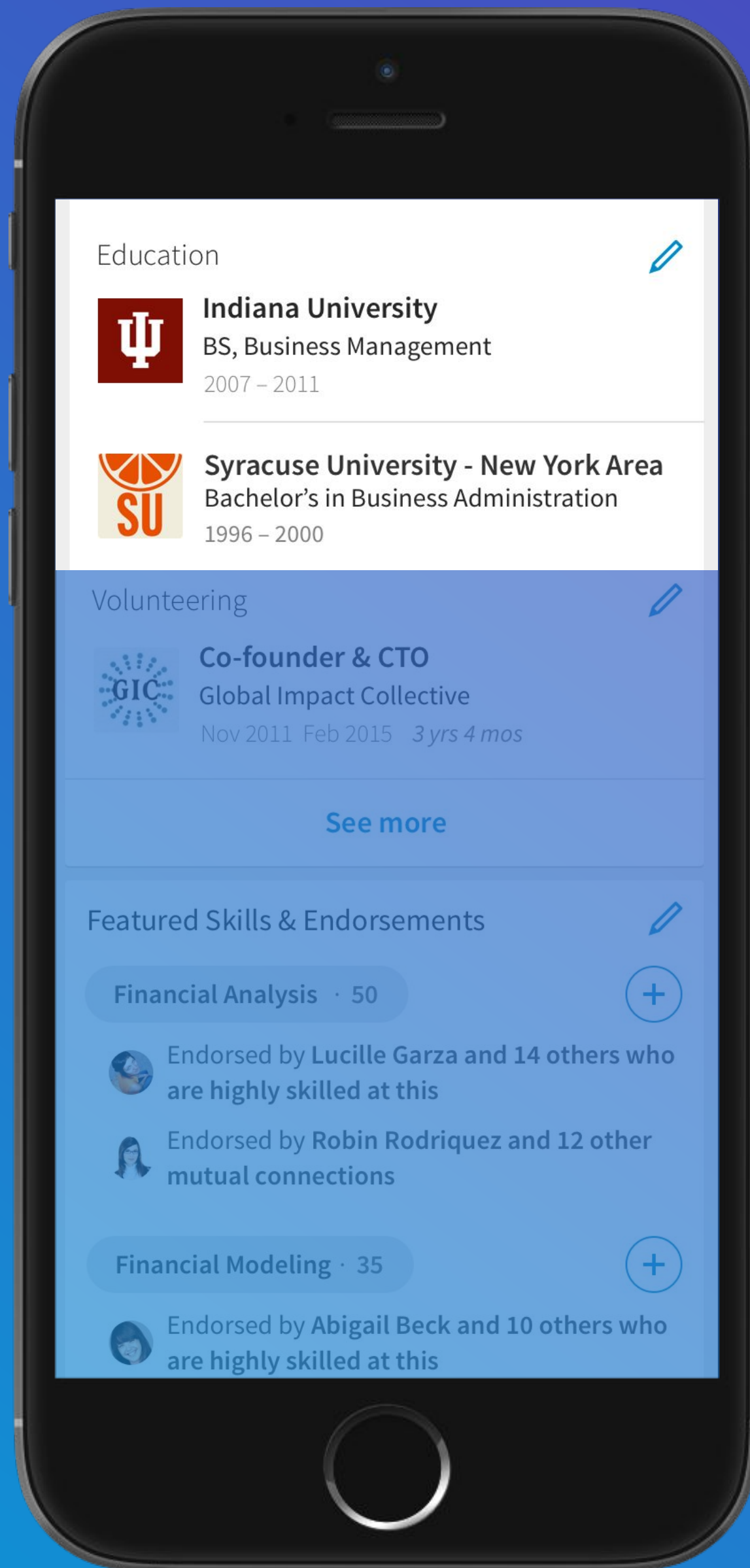
Here's how you can get recruiters' attention

5 must-have profile sections

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



75% 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



2

Photo:

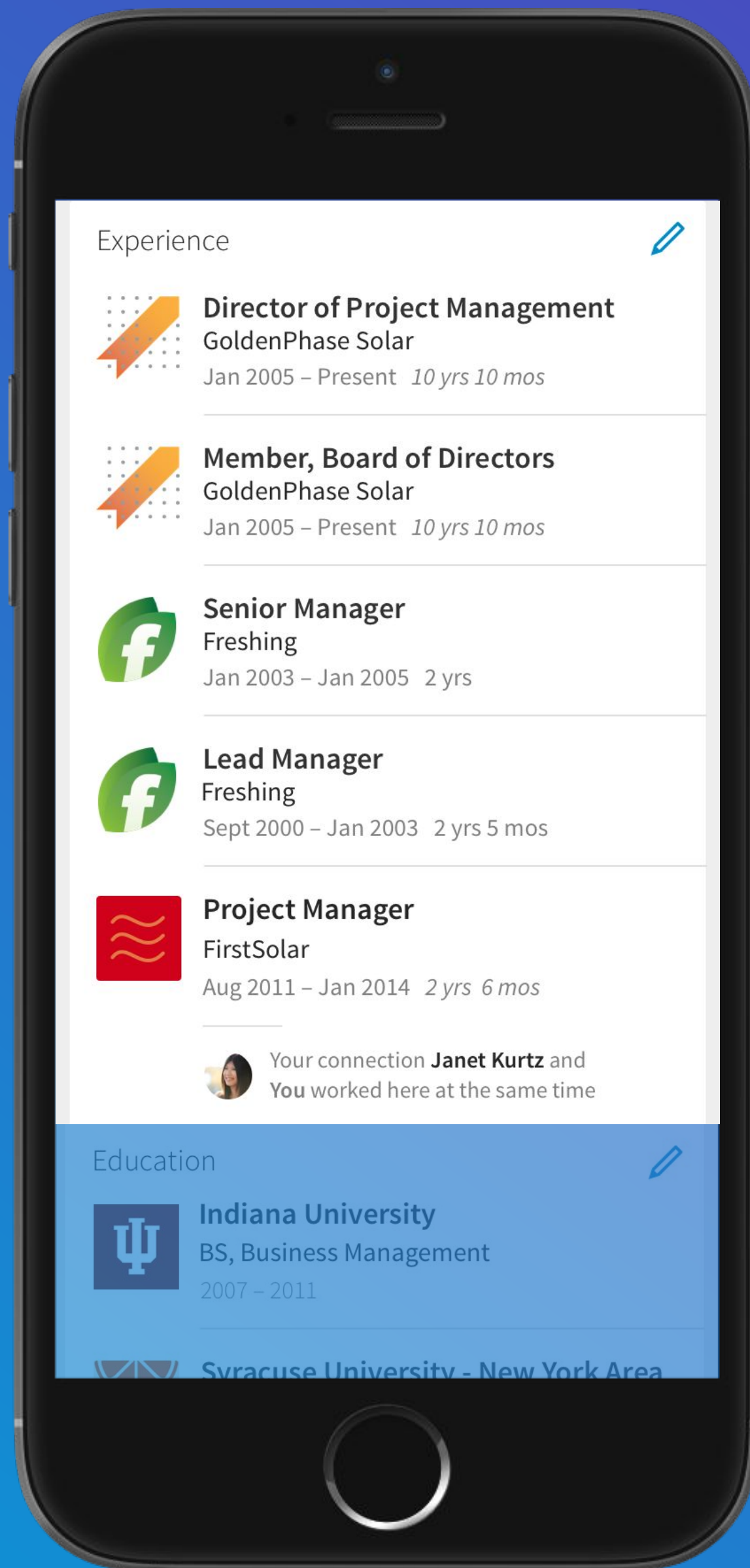
where you make your first impression

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



3

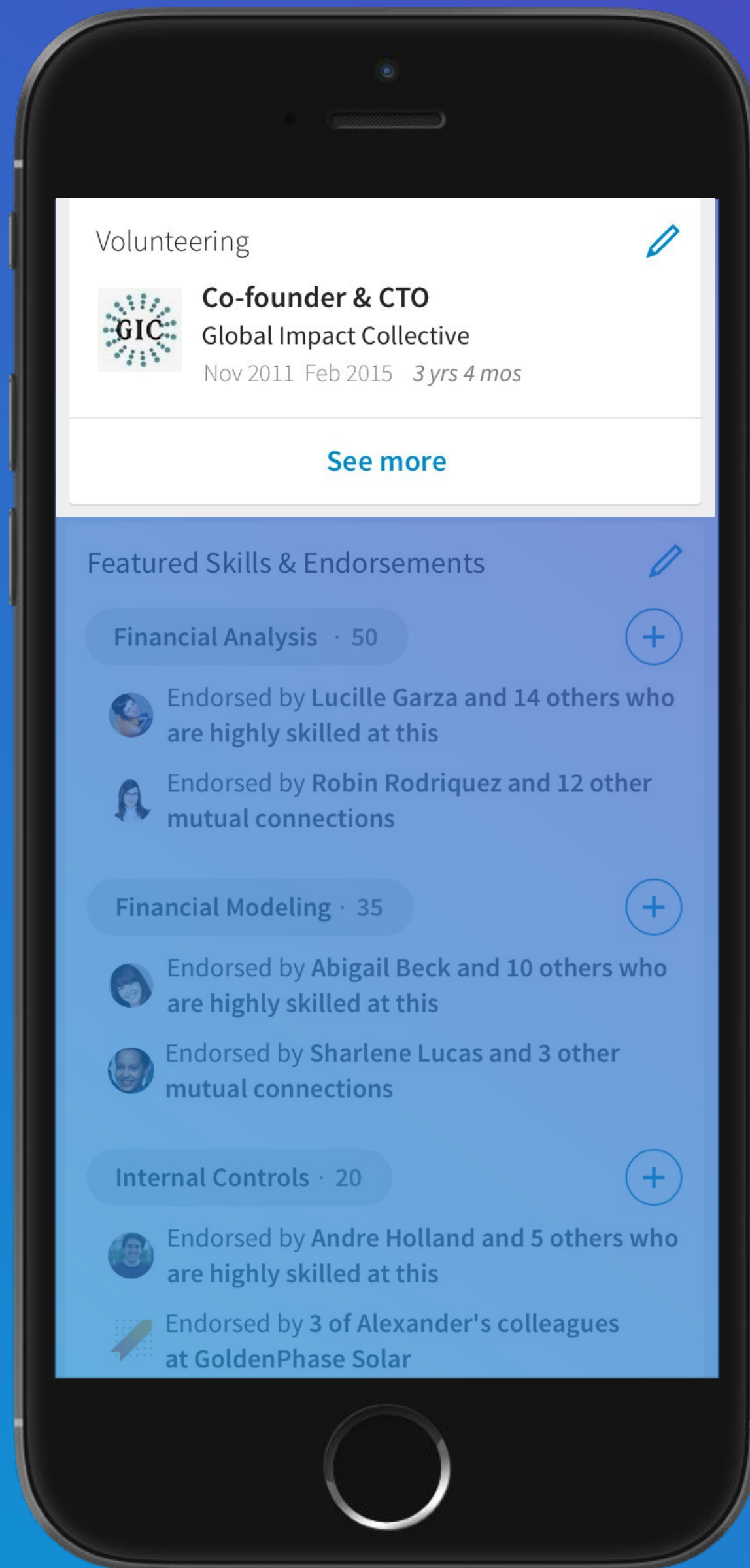
Experience:
show what you've achieved

36X

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

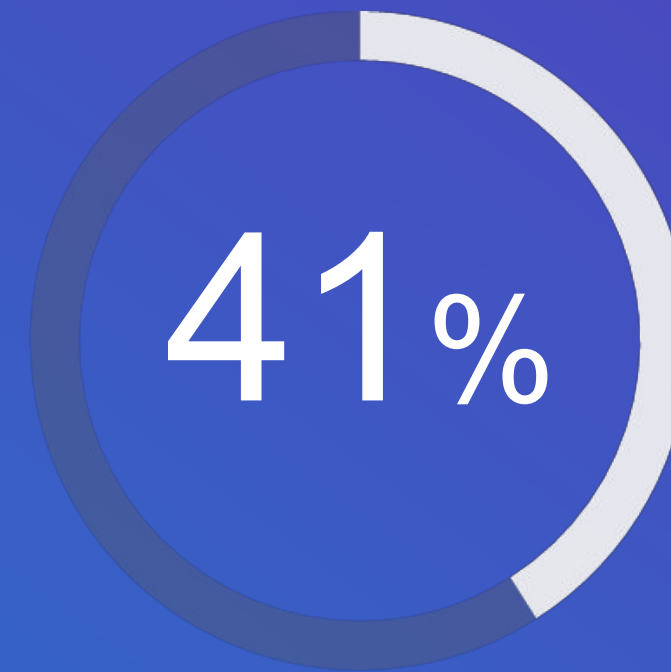
List internships, summer jobs, and part-time jobs

Bonus: describe what you accomplished

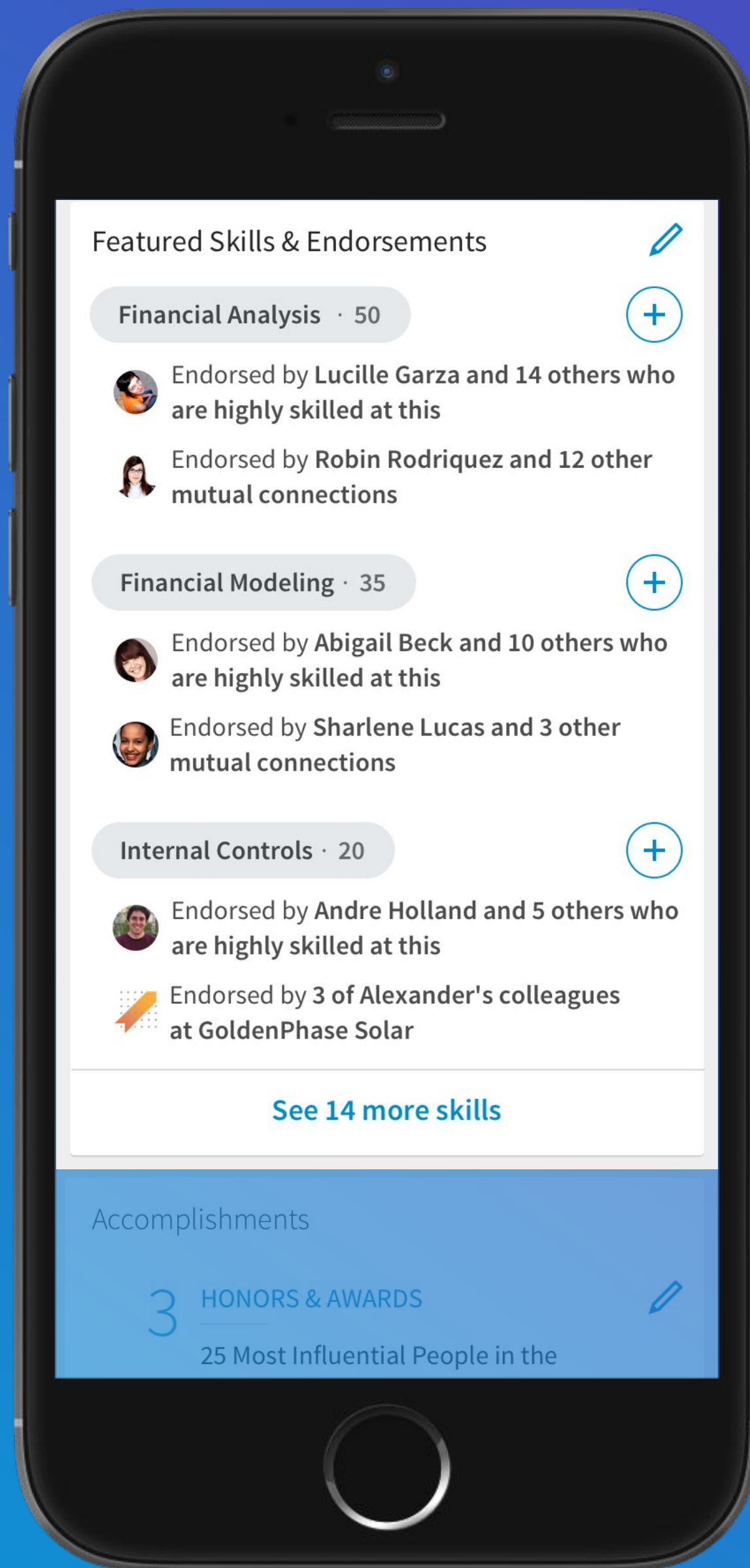


4

Volunteer Experience: it counts so include it



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



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



Get hired

Explore careers & contact people who can help you land that job

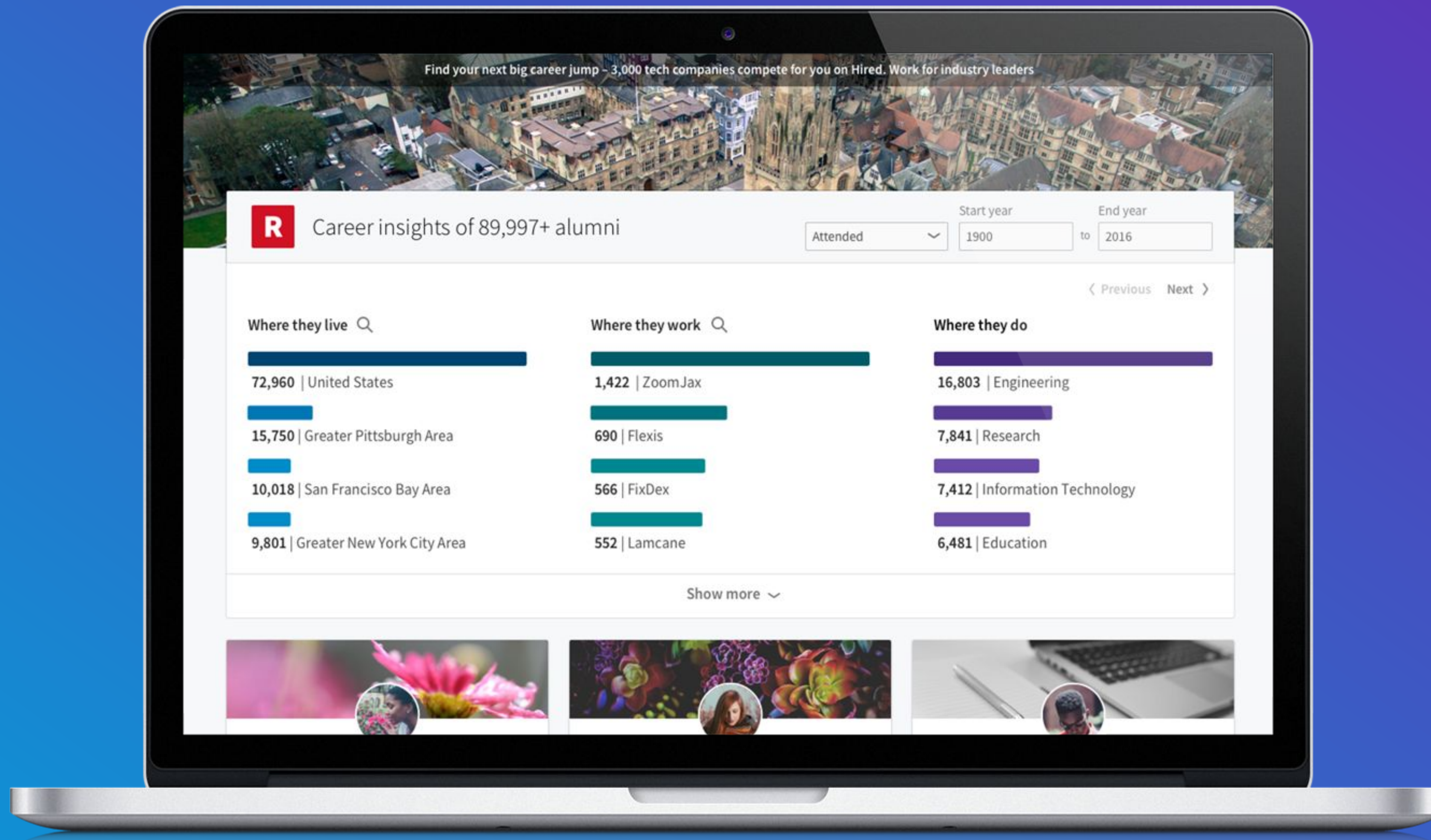
Your to-do list is overwhelming

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

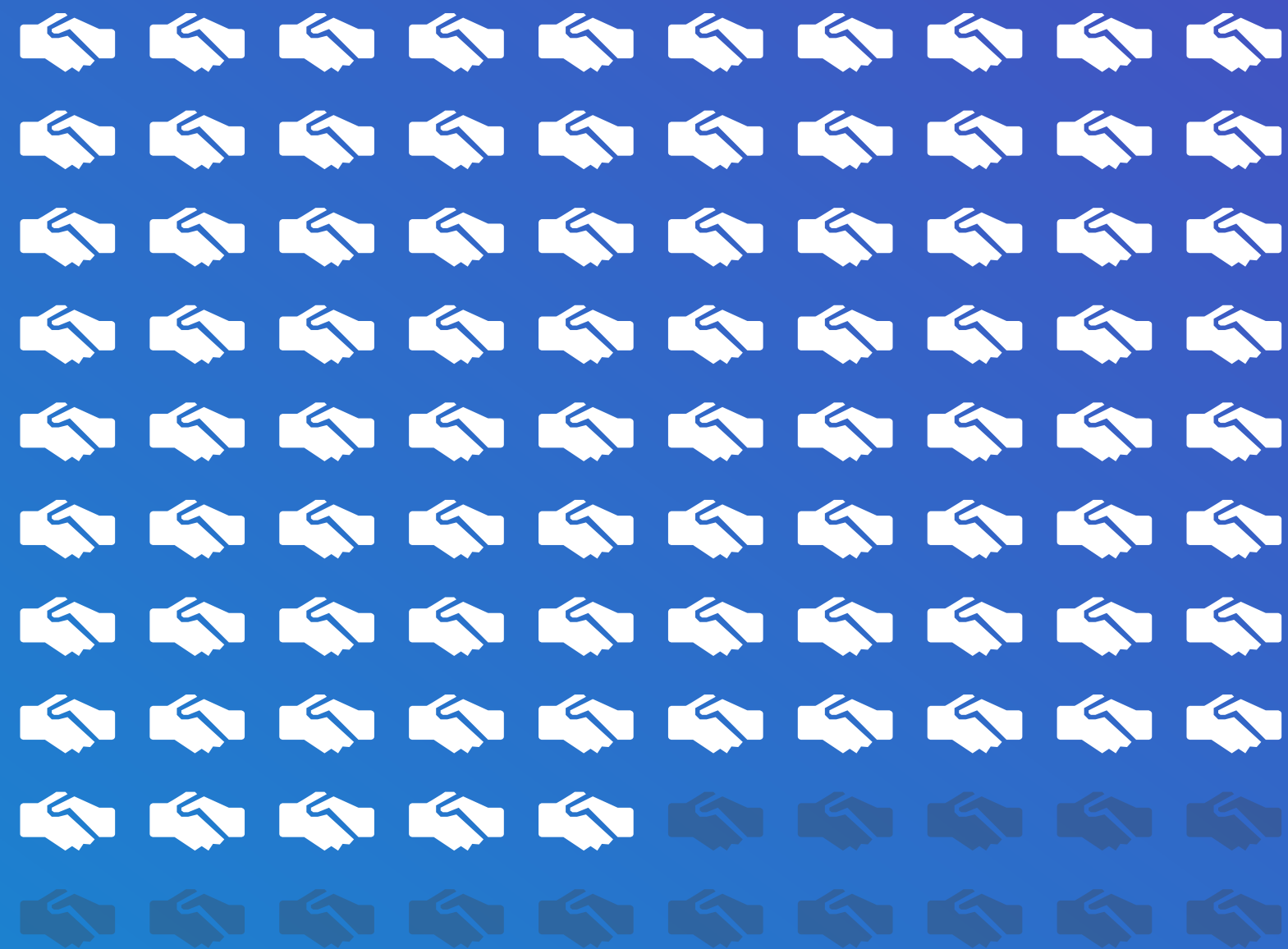
Knowing where to start is half the battle

Start by mapping your future with the Alumni Tool

Find alums who work in jobs, companies, and cities that interest you



Getting a referral is still the best way to find a job



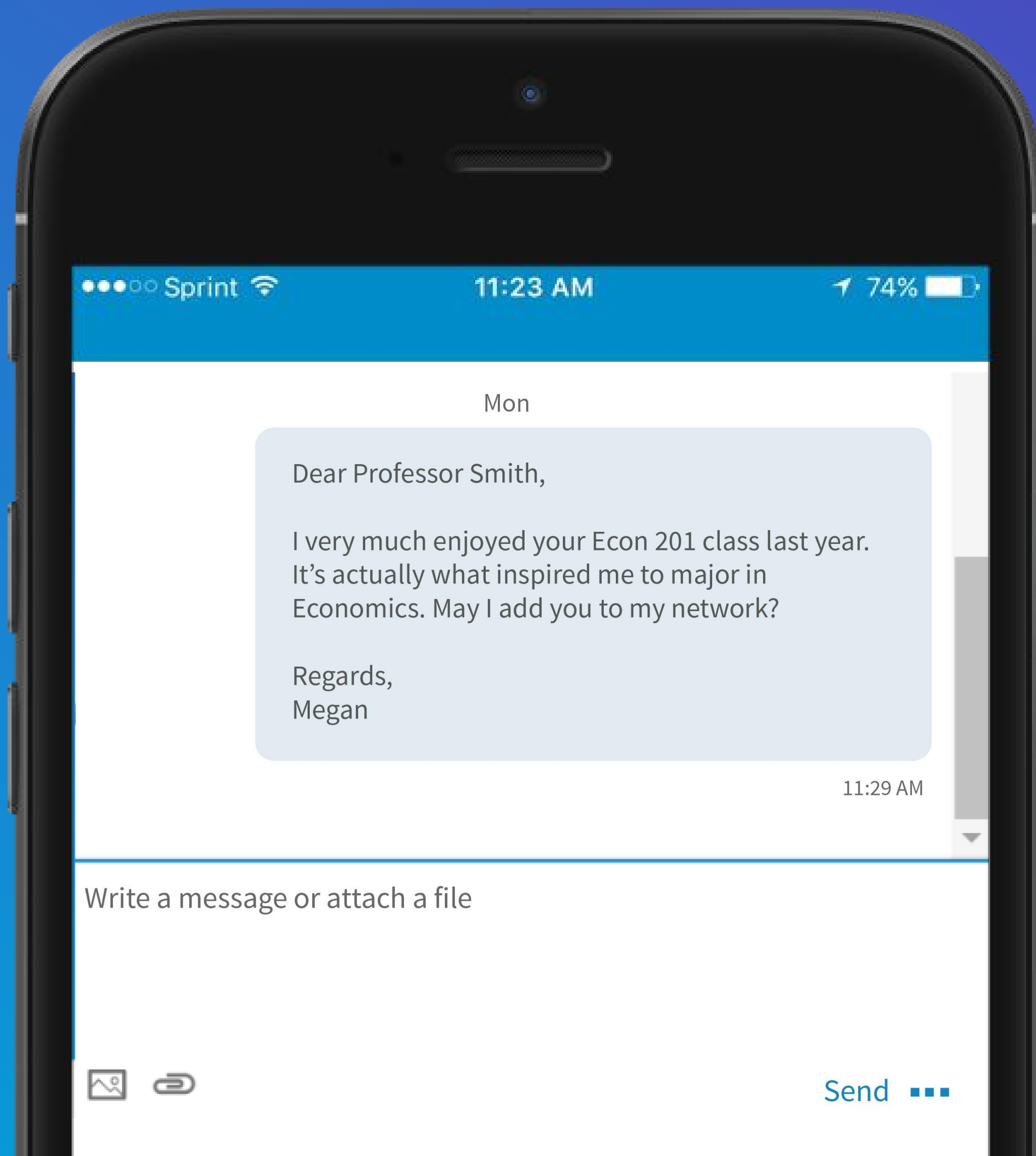
85% of jobs get filled through employee referrals



#1

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

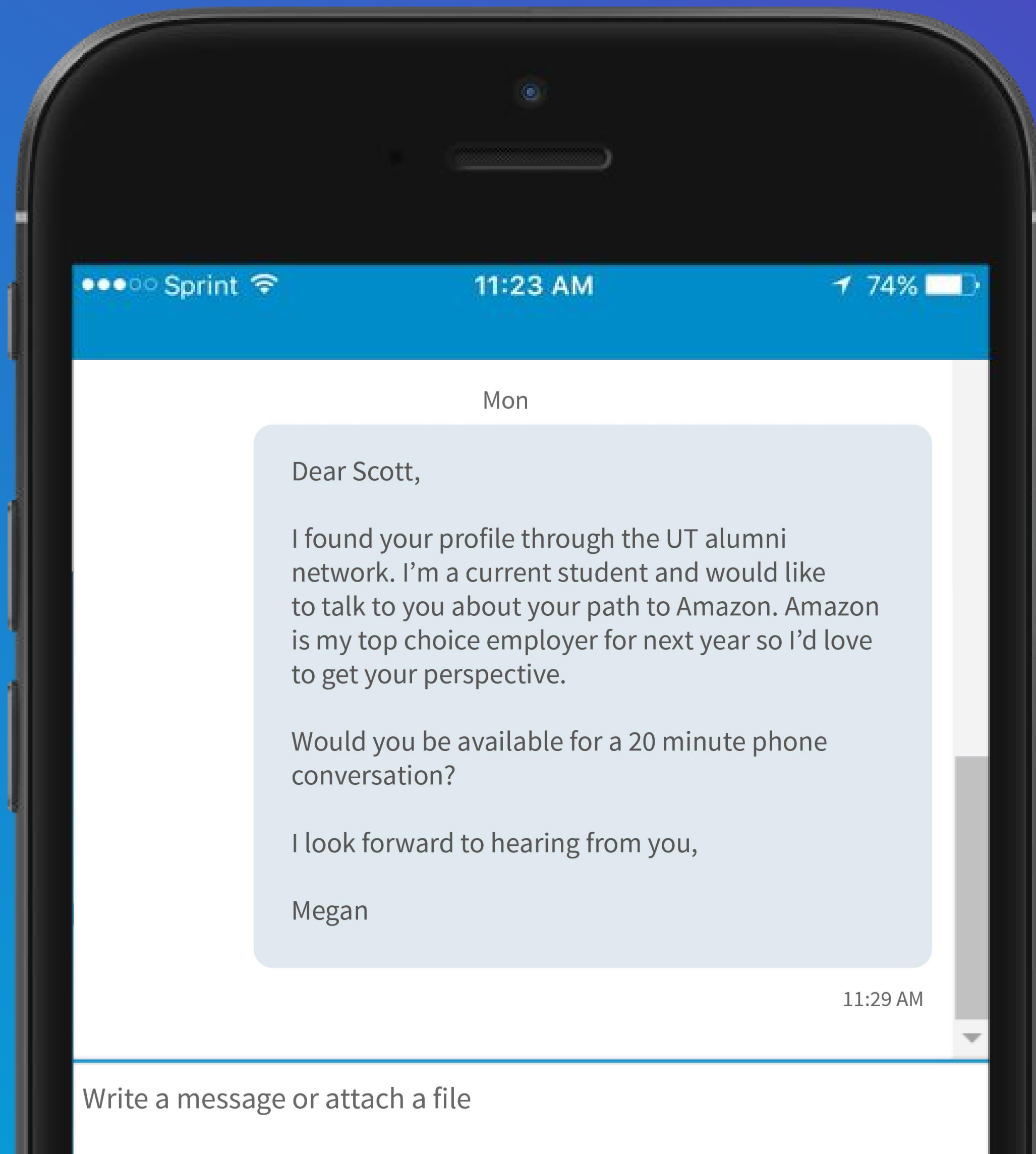
Connect with the people you know



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

Personalize your invitation so people remember who you are

Tap your connections and alumni for help



Why?

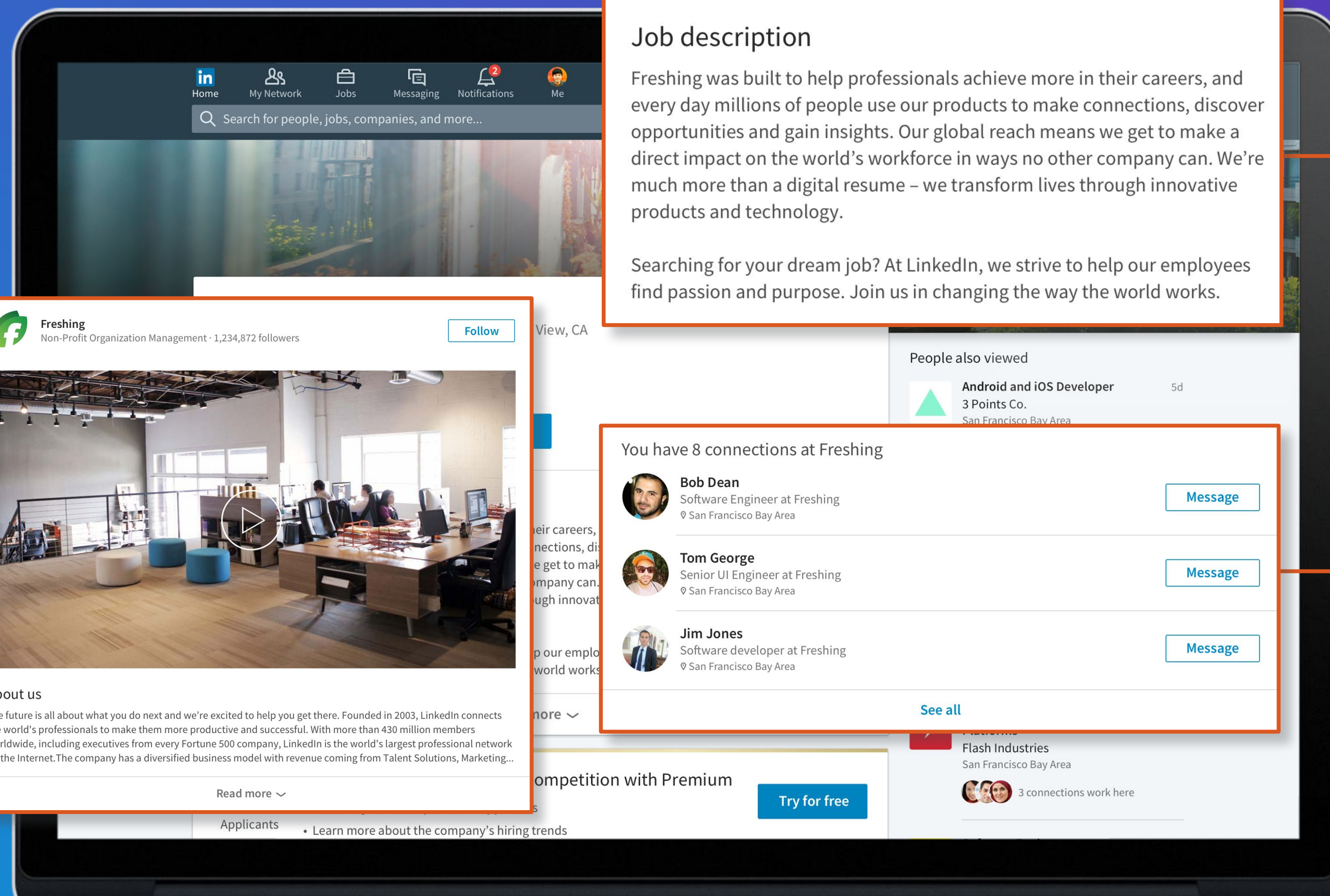
- ✓ They work in the jobs or companies that interest you most
- ✓ They can connect you with someone else who does

What to say?

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

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.

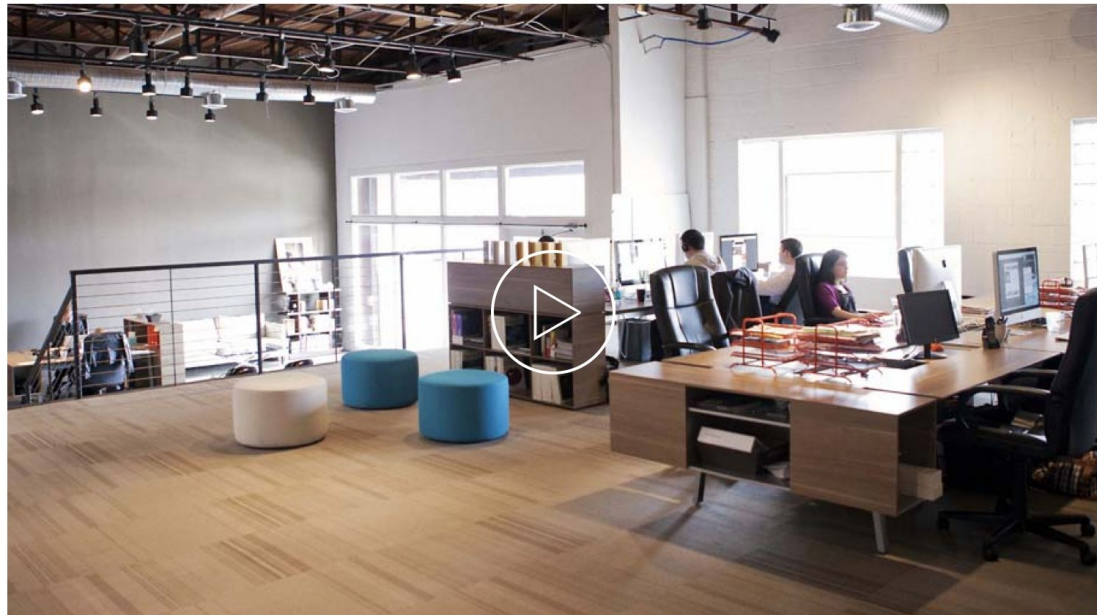
Searching for your dream job? At LinkedIn, we strive to help our employees find passion and purpose. Join us in changing the way the world works.

The work you'll be doing

Company culture

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

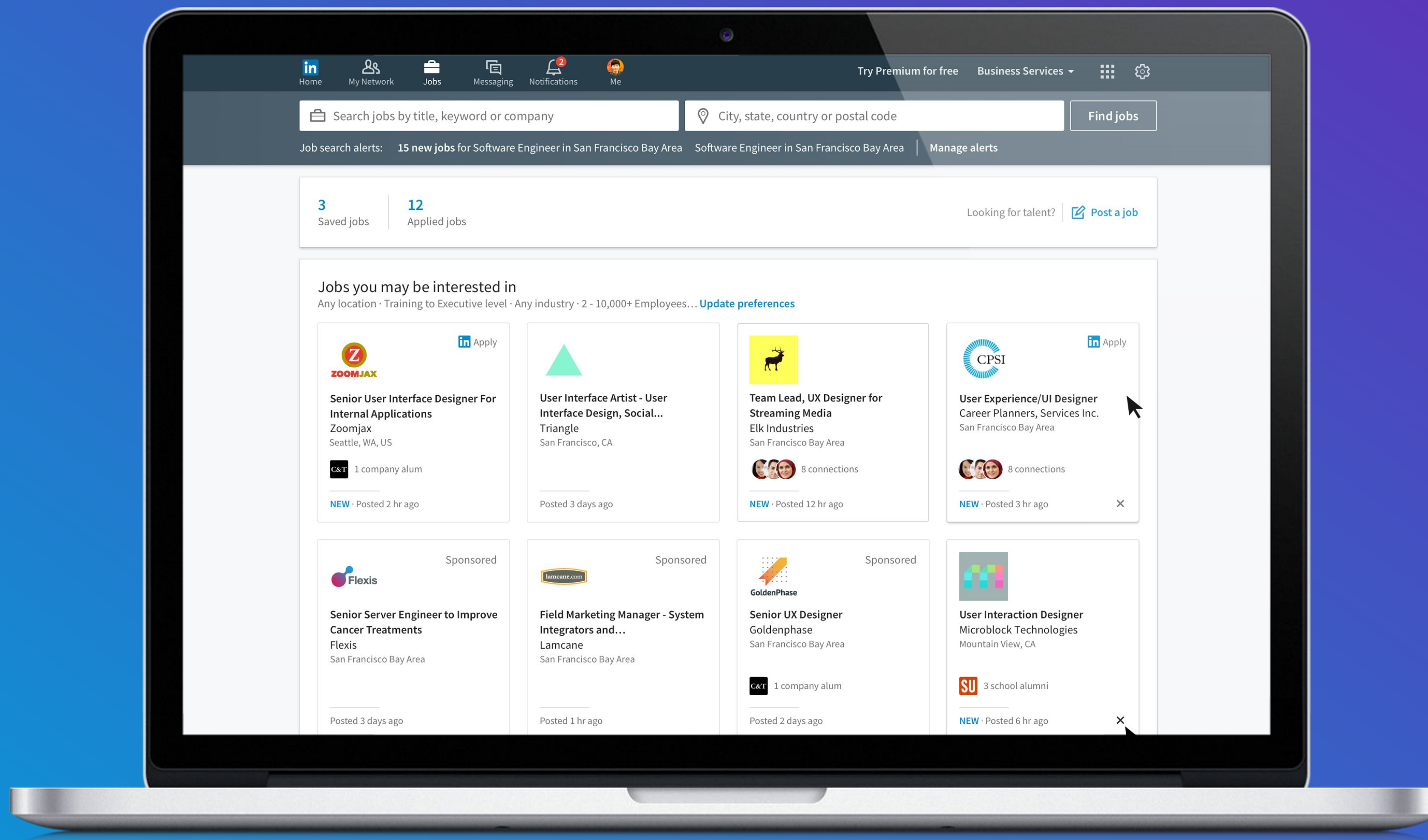
You have 8 connections at Freshing

- 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](#)

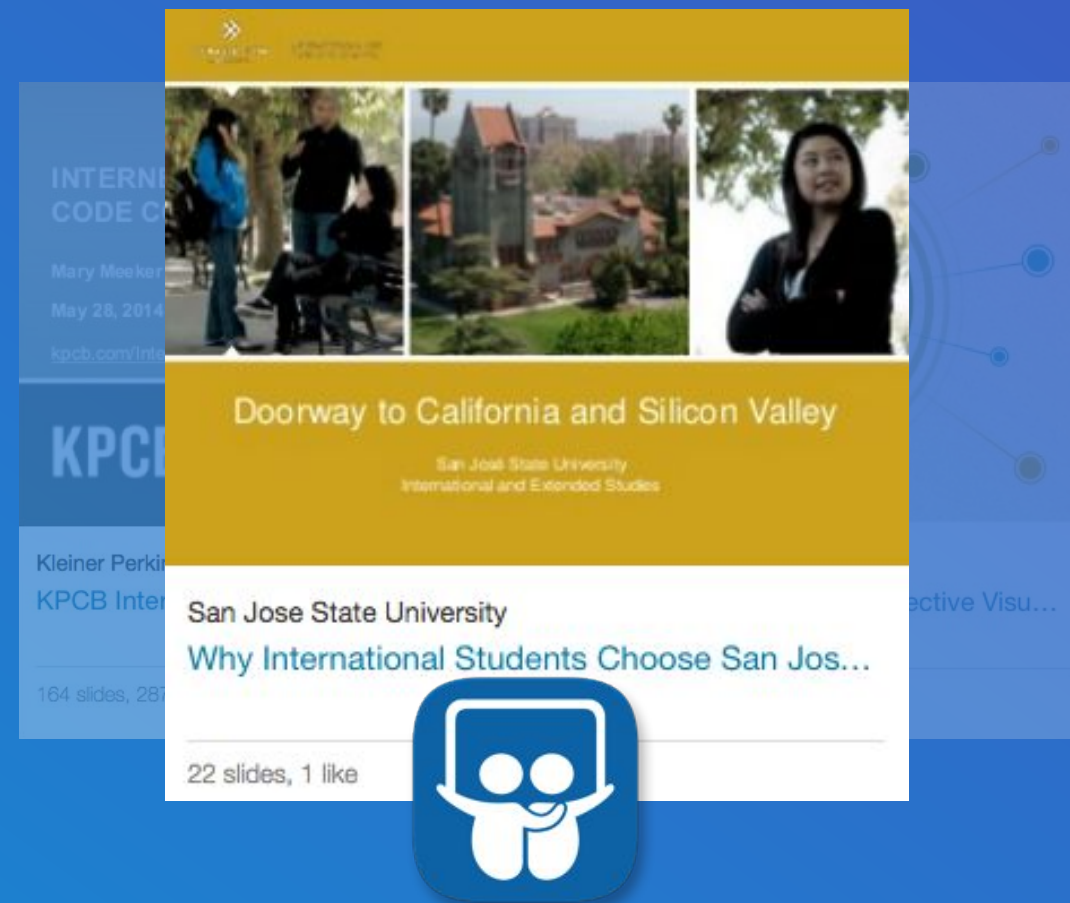
A foot in the door

Set up job alerts to stay in the know

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

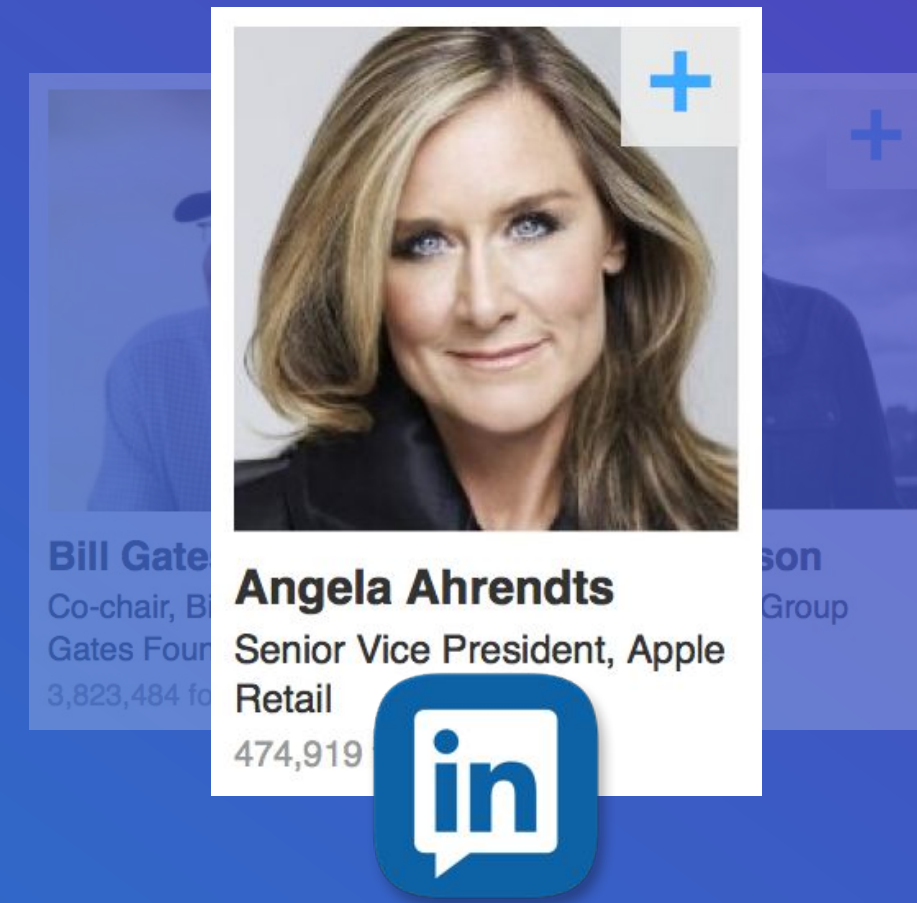


Get the inside scoop to prepare for interviews



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

A photograph of two young women smiling and talking. The woman on the left has curly hair and is wearing a striped top. The woman on the right has long straight hair and is wearing a purple top, holding several books. The background is a wall with a grid of decorative panels. The entire image has a blue color overlay.

LinkedIn

Questions? Check out LinkedIn's Help Center

Manage your public profile

Update your privacy settings

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[Help Center](#)