# in The Student's Guide to LinkedIn

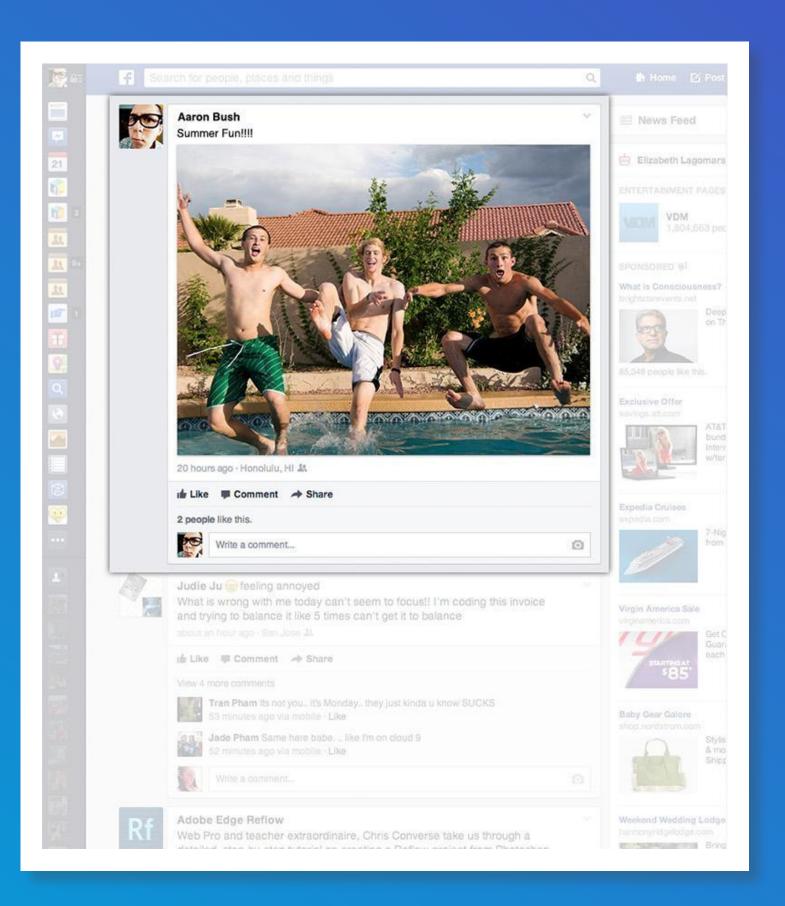


# Leaving college can be hard





# Luckily there's a place to jumpstart your career



Other social networks are for your personal life

in	Search for people, jobs, companies, and more	٩	Advanced
	Aaron Bush Honors Student and Filmmaker San Francisco Bay Area Motion Pictures and Film Current Film Society Previous AMC Bay Street 16	0	Peop Juan Intera Conn
www.linkedin.com/pub/a Activity	Improve your profile Edit -	connections Contact Info	3
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Say congrats on the n Aaron Bust President Film Societ			Who
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Background			
Experience			Prof
President			
Robotics Club	(1 year 3 months)   Mitty High School San Jose		

### LinkedIn is for your professional life



# Donuts on other social media

l like donuts

f

### Watch me eat a donut

Here's a cool photo of my donut

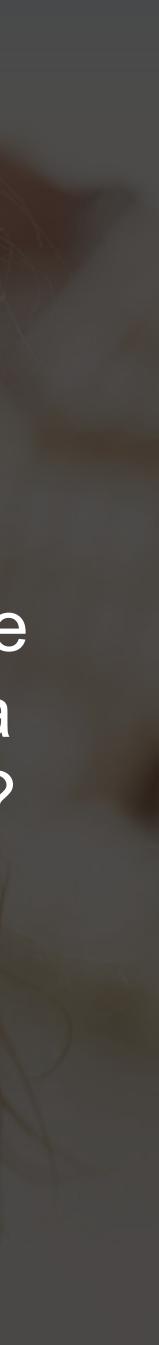


Here's a donut recipe

l'm listening to "Donuts"



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.

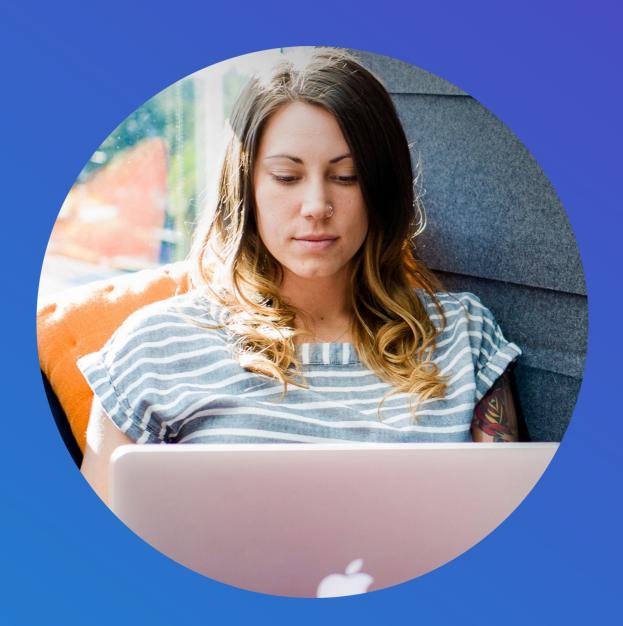
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Here are 3 recommendations from former donut colleagues.



# You can launch your career using LinkedIn

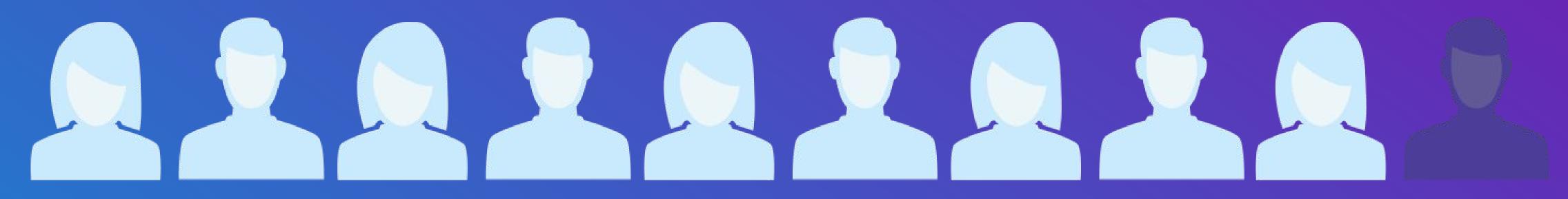


### Build your brand



### Get hired

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





# So should you

Source: Jobvite Recruiter Nation Survey, 2015

# out of

Company recruiters use LinkedIn

# Here's how you can get recruiters' attention

### **5** must-have profile sections

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

Source: LinkedIn Job Search Guide, 2016



### of hiring managers look at profiles to learn about candidate

### 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



0

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

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

### **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



### 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



**Director of Project Management** GoldenPhase Solar Jan 2005 – Present *10 yrs 10 mos*  0

0



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

### Volunteering



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

### See more

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### Featured Skills & Endorsements

Financial Analysis · 50



Endorsed by Robin Rodriquez and 12 other mutual connections

### Financial Modeling · 35



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





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

Featured Skills & Endorsements 🧷
Financial Analysis · 50 +
Endorsed by Lucille Garza and 14 others who are highly skilled at this
Endorsed by <b>Robin Rodriquez and 12 other</b> mutual connections
Financial Modeling · 35
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 <b>3 of Alexander's colleagues</b> at GoldenPhase Solar
See 14 more skills
Accomplishments
3 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

# 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

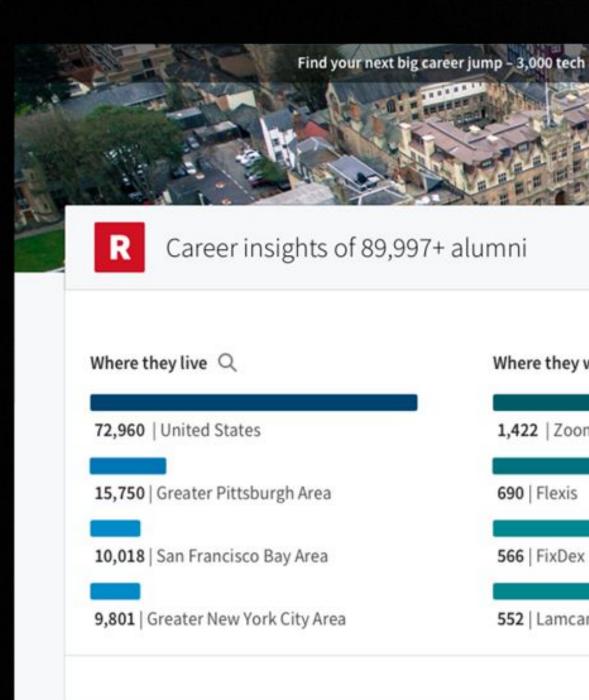
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PLANNING

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





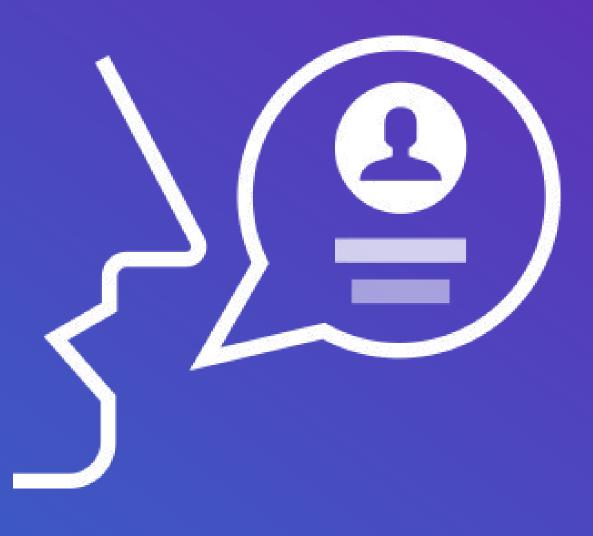
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# Getting a referral is still the best way to find a job

6 jobs get filled through employee referrals

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 🔶	11:23 AM 74%	
	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	
ð	Send •	

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

••••○ Sprint 🗢	11:23 AM 🛃 74%	
	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?	ł
	I look forward to hearing from you,	
	Megan	
	11:29 AM	

Write a message or attach a file

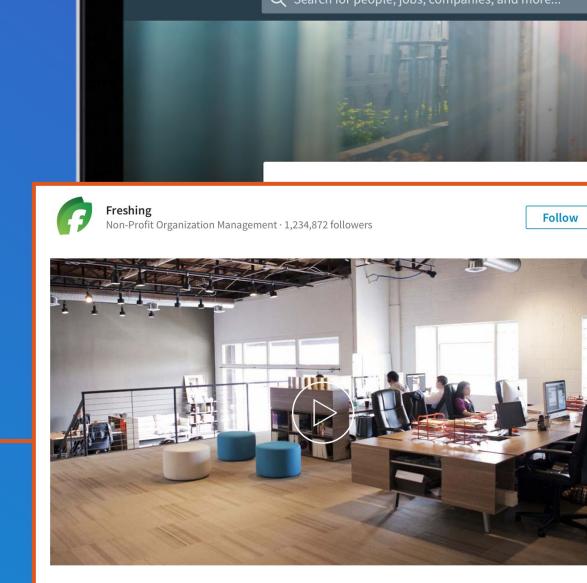
### Why?

 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

## Learn what's out there by browsing job descriptions A treasure trove of information



Jobs

### Company culture

### 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 🗸

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View, CA

Applicants • Learn more about the company's hiring trends

### 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			
	<b>Bob Dean</b> Software Engineer at Freshing Ø San Francisco Bay Area			Message
	<b>Tom George</b> Senior UI Engineer at Freshing ♥ San Francisco Bay Area			Message
	<b>Jim Jones</b> Software developer at Freshing Ø San Francisco Bay Area			Message
		See a	u	
n with P	remium Try for free		Flash Industries San Francisco Bay Area Official Sconnections work here	

### The work you'll be doing

### 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

🗎 Search jobs by title, keyword or co	mpany 🛇	City, state, country or postal code	Find jobs
Job search alerts: <b>15 new jobs</b> for Software	Engineer in San Francisco Bay Area Softv	ware 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 · /	Any industry · 2 - 10,000+ Employees <b>Upd</b>	late preferences	
In Apply		<b>*</b>	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
<b>C&amp;T</b> 1 company alum <b>NEW</b> · 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	GoldenPhase Senior UX Designer Goldenphase San Francisco Bay Area	User Interaction Designer Microblock Technologies Mountain View, CA
Posted 3 days ago	Posted 1 hr ago	Cert 1 company alum ————————————————————————————————————	SU 3 school alumni NEW · Posted 6 hr ago

# Get the inside scoop to prepare for interviews



### **Follow Companies**

Be in the know on employers you want to work for



**Bill Ga** 

474.919

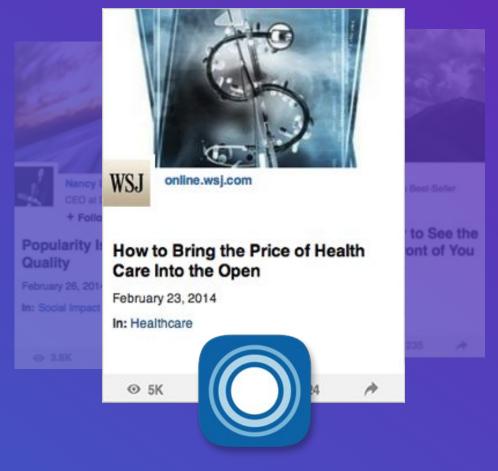
Learn from leaders you admire and the big guns in industries you're interested in



**Angela Ahrendts** Senior Vice President, Apple



## Follow Influencers



### **Follow Industries**

Become an expert by staying on top of trends and news



# Linked in

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