in The Student's Guide to LinkedIn

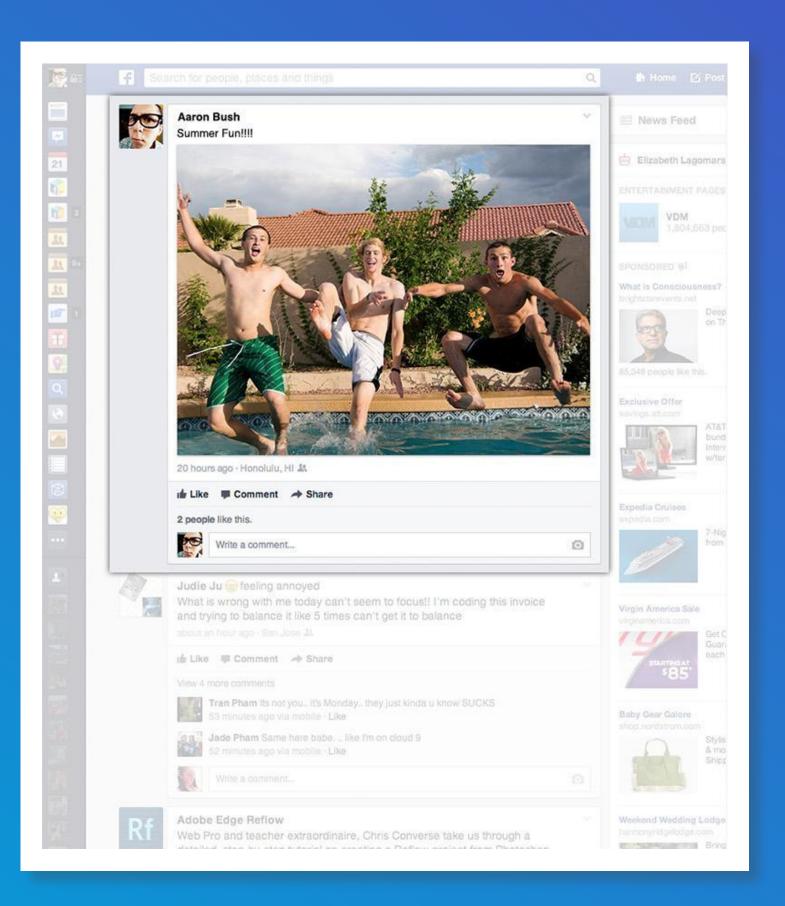


Leaving college can be hard





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 |
| Share an opdate of | | | 1 |
| Say congrats on the n Aaron Bust President Film Societ | | | Who |
| | 2 hours ago | | 0 |
| | ✓ See More | | 0 |
| 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

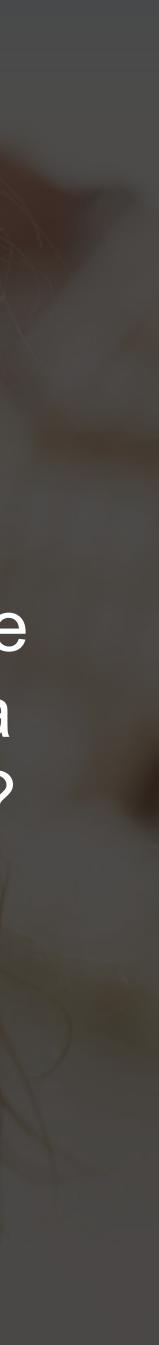


Here's a donut recipe

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.

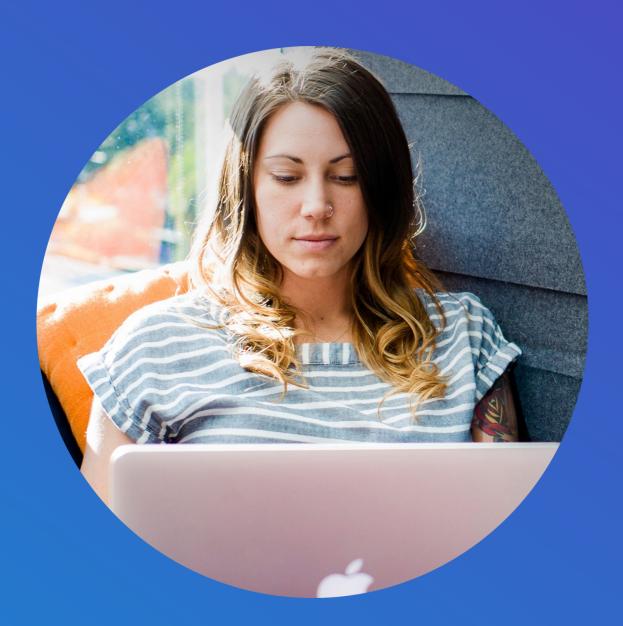
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Here are 3 recommendations from former donut colleagues.



You can launch your career using LinkedIn

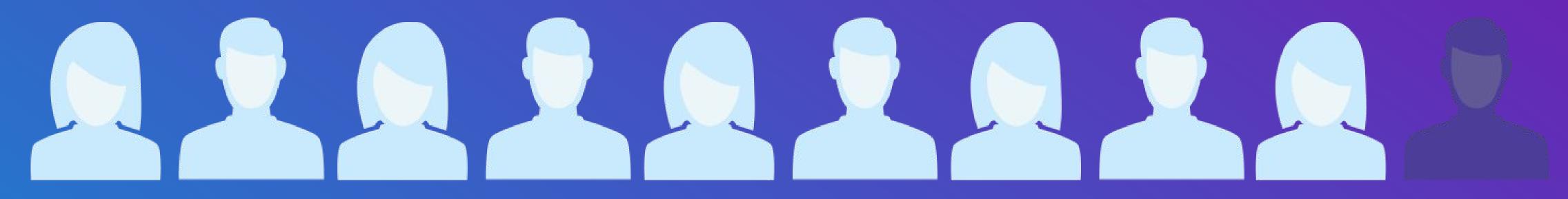


Build your brand



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

0

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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 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 Andre Holland and 5 others who are highly skilled at this |
| Endorsed by 3 of Alexander's colleagues 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

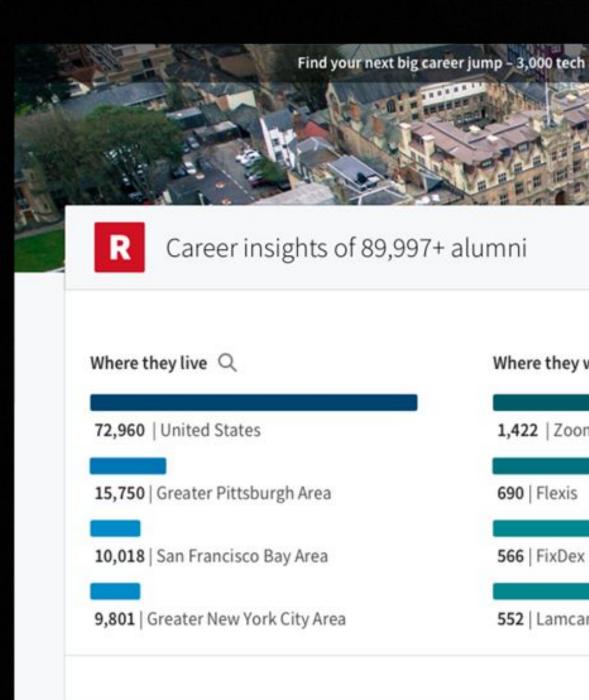
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PLANNING

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





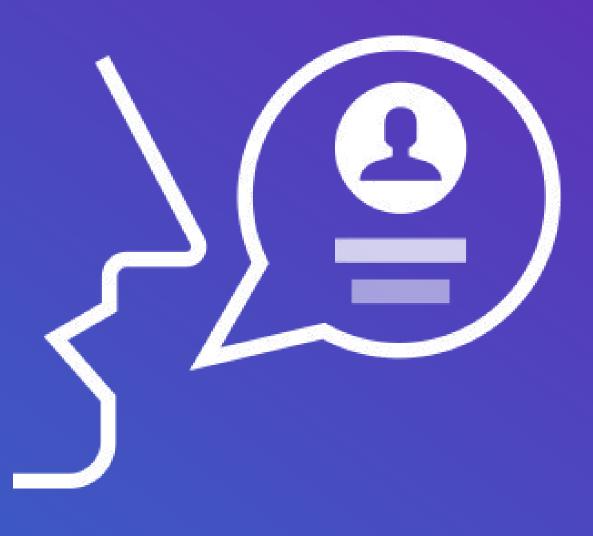
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Getting a referral is still the best way to find a job

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

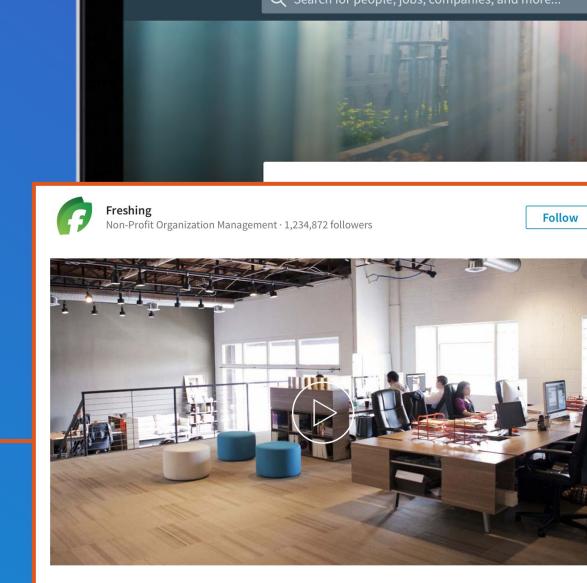
Why?

 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 | | | |
| | Bob Dean Software Engineer at Freshing Ø San Francisco Bay Area | | | Message |
| | Tom George Senior UI Engineer at Freshing ♥ San Francisco Bay Area | | | Message |
| | Jim Jones 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 | |
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The work you'll be doing

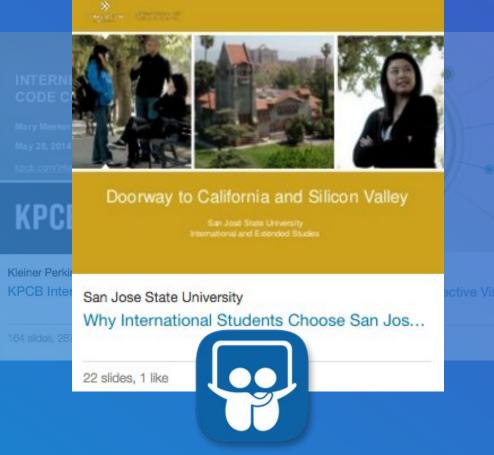
A foot in the door



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: 15 new jobs 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 Upd | late preferences | |
| In Apply | | * | 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 |
| C&T 1 company alum 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 | 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 |

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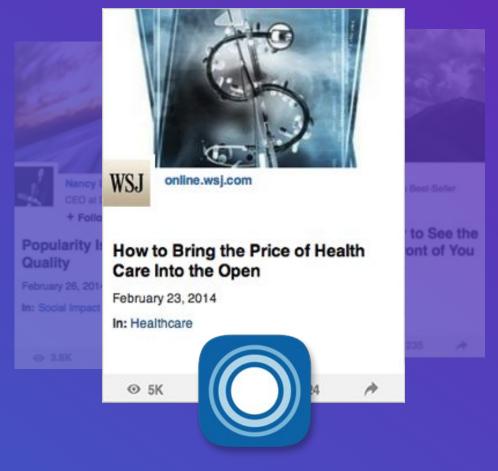
Learn from leaders you admire and the big guns in industries you're interested in



Angela Ahrendts Senior Vice President, Apple



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