

The background is a solid blue color. Scattered across it are numerous small, square profile pictures of diverse people. In the center, the word "LinkedIn" is written in white, with the "in" part enclosed in a blue square.

# LinkedIn

## LinkedIn 101 for Career Services:

5 ways LinkedIn can help you help students  
build a professional brand and land a job

# Agenda



What Is LinkedIn?



Build a Professional Online Presence: Profile



Add Connections with “Warm” Contacts and Alumni



Research Companies & Industries: Company Pages



Help Undecided Students Explore Opportunities



Find Relevant Jobs and Internships: Student Jobs Portal



# Who Uses LinkedIn?



**259M<sup>+</sup>**

professionals



**60K<sup>+</sup>**

college and university  
alumni groups



**64%**

outside the U.S.



**150<sup>+</sup>**

industries



**30M<sup>+</sup>**

students and recent grads



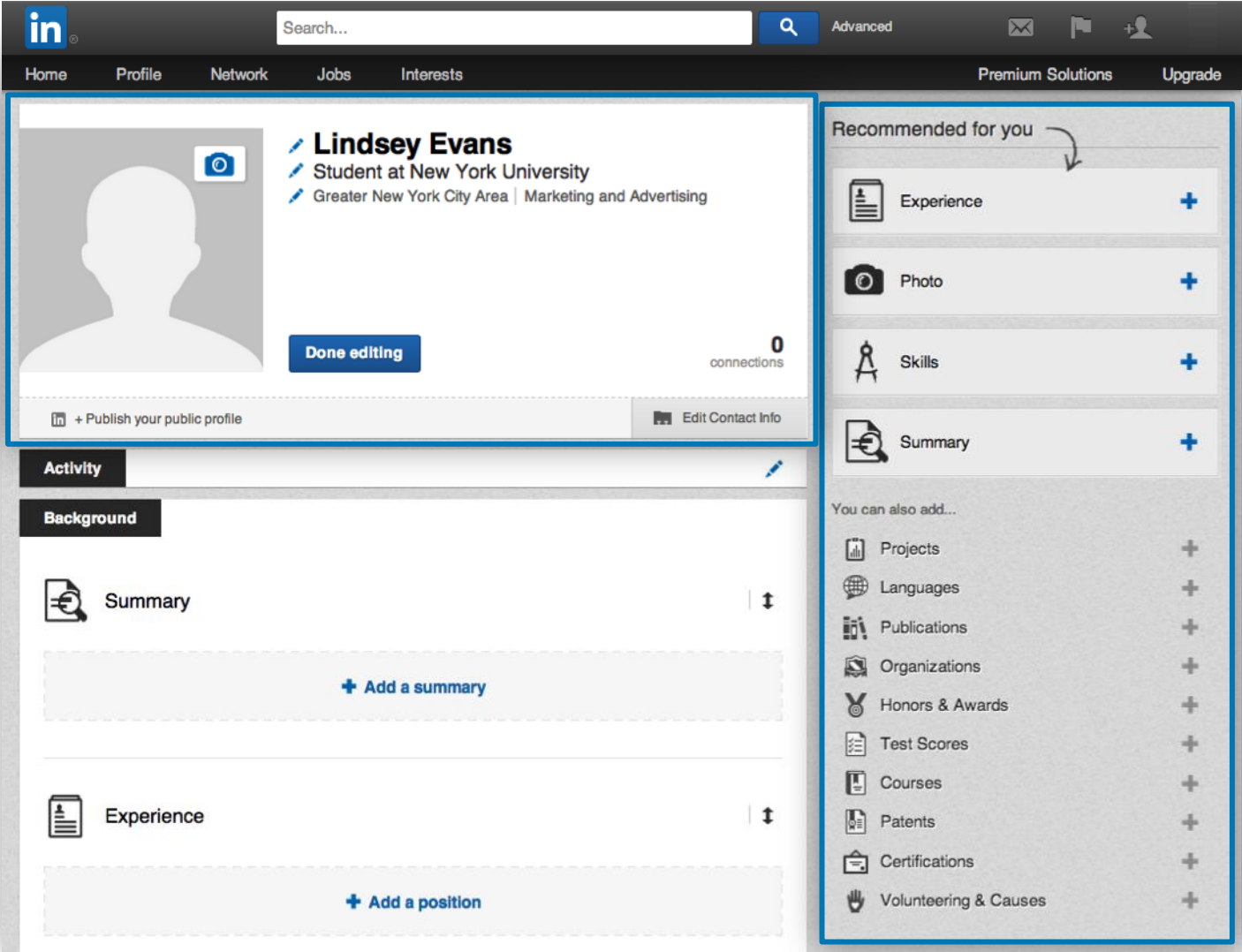
Executives from every  
**Fortune 500**  
company



**2.9M<sup>+</sup>**

companies

# Build a Professional Online Presence: Profile



# Profile Tips for Students



- 1 **Professional photo** of you alone
- 2 **Headline** with area of study and/or career ambitions
- 3 **Keyword-rich** summary that includes type of positions student is seeking
- 4 **Inclusion** of volunteer activities, internships, and extracurriculars
- 5 **Recommendations** from professors, advisors, internship colleagues and supervisors

# Add Connections with “Warm” Contacts and Alumni



Friends



Professors



Family



Advisors



# Research Companies & Industries: Company Pages

The screenshot displays the LinkedIn homepage with a search bar at the top. A dropdown menu is open over the search bar, listing 'Interests', 'Companies', 'Groups', and 'Influencers'. Below the search bar, there is a 'Search for Companies' section with a text input field and a 'Search' button. To the right, a 'Companies You May Want to Follow' section features logos for greylockpartners, EXECUTIVES, TOGETHERville, Path, slideshare, LINKED INTO BUSINESS, nocn, and NATIONAL URBAN FELLOWS. Below this, there are two posts: one from JobDoc about using LinkedIn for job interviews, and one from IBM about the Power 775 supercomputer. On the right side, there are two ads: 'Are You a News Maven?' and 'Tired of Prof Training?'.



# Research Companies & Industries: Groups

The screenshot shows the LinkedIn interface for the 'Creative Intensive Network' group. At the top, the LinkedIn logo and a search bar are visible. A navigation menu is overlaid on the page, with 'Interests' highlighted. Below the menu, the group name 'Creative Intensive Network' is displayed, along with a search bar and a 'Share group' button. The main content area features a 'Start' section with a 'Discussion' button and a text input field. Below this is a 'Choose Your View' dropdown. The main feed shows a post by a user with a profile picture, titled 'Senior Art Director Position in Johnson City, TN', with a description and interaction buttons (Like, Comment, Flag, More). Below the post is a section for 'Most Popular Discussions' featuring a post by Raymond Wong titled 'The Bad Creative Director's Playbook'. To the right, there are sections for 'Manager's Choice' and 'Latest Updates', each containing a post with a profile picture, title, and interaction options. At the bottom, there is an 'Ads by LinkedIn Members' section.

# Help Undecided Students Explore Opportunities

The screenshot shows the LinkedIn search interface with the following elements:

- Search Bar:** Contains the text "video games".
- Results:** 264,859 results found, sorted by Relevance.
- Filters:**
  - All Companies:** Includes Electronic Arts (2238), Ubisoft (2077), Microsoft (1499), Gameloft (764), and Blizzard Entertainment (731).
  - All LinkedIn Members:** Includes 1st Connections (4), 2nd Connections (321), Group Members (1204), and 3rd + Everyone Else (263342).
  - All Locations:** Includes United States (144726), United Kingdom (24694), Canada (21126), Greater Los Angeles... (17400), and San Francisco Bay... (16344).
- Search Options:** A dropdown menu is open showing "Basic" and "Expanded" options.
- Search Results:** Profiles for Jon McDonald (Graphic Designer and Illustrator), Ben Severs (Artist at Black Lantern Studios), Nicholas Schloz (Assistant Director of Admissions at The Illinois Institute of Art - Chicago), Jason Wonnell (Graphic Designer at Attitude Designs), and James Mulvenon (Graphic Designer at The Marlin Company) are visible.
- Right Sidebar:** Contains "Premium Search" (Find the right people in half the time), "Premium Search Tools" (Premium filters, Automatic search alerts, Full profile access), "Upgrade" button, "Ads by LinkedIn Members", "Top Media Design MFA", "Custom Stickers", and "UChicago DROID".

# Utilize the LinkedIn Alumni Tool

<http://linkedin.com/alumni>

**San Jose State University** Share: [in](#) [t](#) [f](#)

Attended  to   Include people with no dates Change school

| Where they live                   | Where they work                 | What they do                 |
|-----------------------------------|---------------------------------|------------------------------|
| United States: 78221              | San Jose State University: 1581 | Engineering: 10739           |
| San Francisco Bay Area: 60083     | Cisco Systems: 1276             | Sales: 4127                  |
| Greater Los Angeles Area: 2521    | Apple: 561                      | Operations: 4071             |
| Sacramento, California Area: 1694 | Hewlett-Packard: 378            | Education: 4698              |
| Greater San Diego Area: 1043      | Oracle: 375                     | Information Technology: 4698 |

Add any location   See more

45,516 students & alumni found  Hide my connections

**James Hernandez** 1st  
Dynamic leader  
Greater New York City Area  
[Send Message](#) 17 shared connections

**John Smith**  
MBA Candidate 2013  
Greater New York City Area  
[Send Message](#) 8 shared connections

**Elizabeth Thompson** 1st  
Expatriate and Cross-Cultural Coach, Author of "7 HABITS OF A HAPPY EXPAT" on-line course  
Madrid Area, Spain  
[Send Message](#) 1 shared connection

**Anthony Garcia**  
Student at Yale University  
Greater New York City Area  
[Send Message](#) 2 shared connections

**David Lee** 1st  
VP, East Coast Sales at BUZZMEDIA  
Greater New York City Area

**Lisa Adams**  
Online Market Executive / Internet Pioneer  
Greater New York City Area

**San Jose State University** Share: [in](#) [t](#) [f](#)

Attended  to   Include people with no dates Change school

| What they studied                            | What they're skilled at | How you are connected      |
|--|-------------------------|----------------------------|
| Business, Management, Marketing, and: 15645  | Microsoft Office: 7305  | 1st Connections: 24        |
| Engineering: 10739                           | Microsoft Excel: 6395   | 2nd Connections: 2953      |
| Business Administration, Management: 4727    | PowerPoint: 5569        | Group Members: 15834       |
| Computer and Information Sciences and: 4127  | Customer Service: 5131  | 3rd + Everyone Else: 61794 |
| Business Administration and Management: 4071 | Microsoft Word: 4698    |                            |

45,516 students & alumni found  Hide my connections Search profiles

**James Hernandez** 1st  
Dynamic leader  
Greater New York City Area  
[Send Message](#) 17 shared connections

**John Smith** 1st  
MBA Candidate at the Yale School of Management Class of 2013  
Greater New York City Area  
[Send Message](#) 8 shared connections

**Elizabeth Thompson** 1st  
Expatriate and Cross-Cultural Coach, Author of "7 HABITS OF A HAPPY EXPAT" on-line course  
Madrid Area, Spain  
[Send Message](#) 1 shared connection

**Anthony Garcia** 1st  
Student at Yale University  
Greater New York City Area  
[Send Message](#) 2 shared connections

**David Lee** 1st  
VP, East Coast Sales at BUZZMEDIA  
Greater New York City Area

**Lisa Adams** 1st  
Online Marketing Executive / Internet Pioneer  
Greater New York City Area

# LinkedIn Alumni Tool cont'd

### 1. Browse schools

Change school ▾

**Your schools**

- Carnegie Mellon University, 2003-2004
- University of California, Los Angeles, 1995-1999
- Saint Francis High School, 1991-1995

**Similar schools**

- University of Southern California
- University of California, Santa Barbara
- University of California, Berkeley
- University of California, Irvine
- Cornell University
- Northwestern University

Browse by name 🔍

### 2. Find an interesting major

#### What they studied

|   |     |
|---|-----|
| Computer and Information Sciences and Systems | 119 |
| Computer Science                              | 117 |
| Engineering                                   | 72  |
| Social Sciences                               | 45  |
| Computer Engineering                          | 39  |

- Mechanical Engineering**
- Mechanics and Repairers, General**
- Mechanical Engineering Related Technologies/Technicians**
- Engineering Mechanics**
- Mechatronics, Robotics, and Automation Engineering**
- Mechanical Engineering/Mechanical Technology/Technicians**

### 3. See where those alumni are working now

#### Where they work

|                              |    |
|------------------------------|----|
| Northrop Grumman Corporation | 13 |
| Raytheon                     | 9  |
| Boeing                       | 7  |
| Boeing Satellite Systems     | 7  |
| Intel Corporation            | 4  |

See more | 🔍

# Find Relevant Jobs and Internships: Student Jobs Portal

<http://linkedin.com/studentjobs>

in Search... Advanced

Home Profile Network Jobs Interests Premium Solutions Upgrade

**JOBS FOR STUDENTS AND RECENT GRADUATES**

*All superstars start somewhere.*

You know where you're going. Find a job where you can make an impact.

Search thousands of **student internships** and **jobs for graduates** on LinkedIn.

What kind of job are you looking for?

- ✓ Any Job Function
- Accounting/Auditing
- Administrative
- Advertising
- Analyst
- Art/Creative
- Business Development
- Consulting
- Customer Service
- Design
- Distribution
- Education
- Engineering
- Finance
- General Business
- Health Care Provider
- Human Resources

**RECENT OPPORTUNITIES**

**Marketing Intern**  
Vein Clinics of America - Greater Chicago Area  
June 5, 2013

veinVclinics of America. An IntegraMed Specialty

