

# LinkedIn: Student Edition



Shannon Burke  
Customer Success Manager at  
LinkedIn



Brittney Bentley  
Relationship Manager at LinkedIn

# What is LinkedIn?

LinkedIn is the world's largest professional social network



433M

Members



94%

Recruiters Use  
LinkedIn To Source



6.5M

Jobs



80%

Professional Workforce

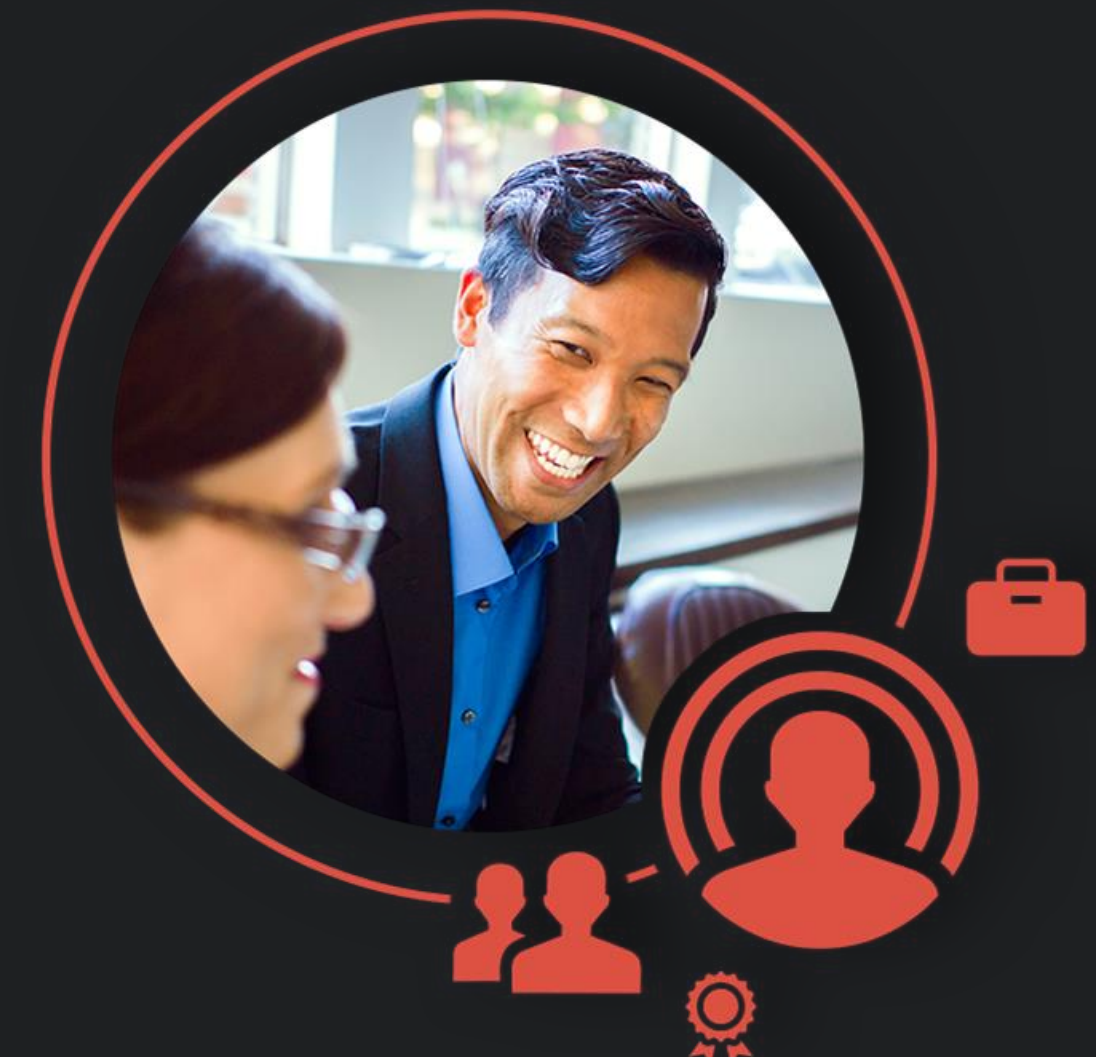
# Why do people use LinkedIn?



CONNECT

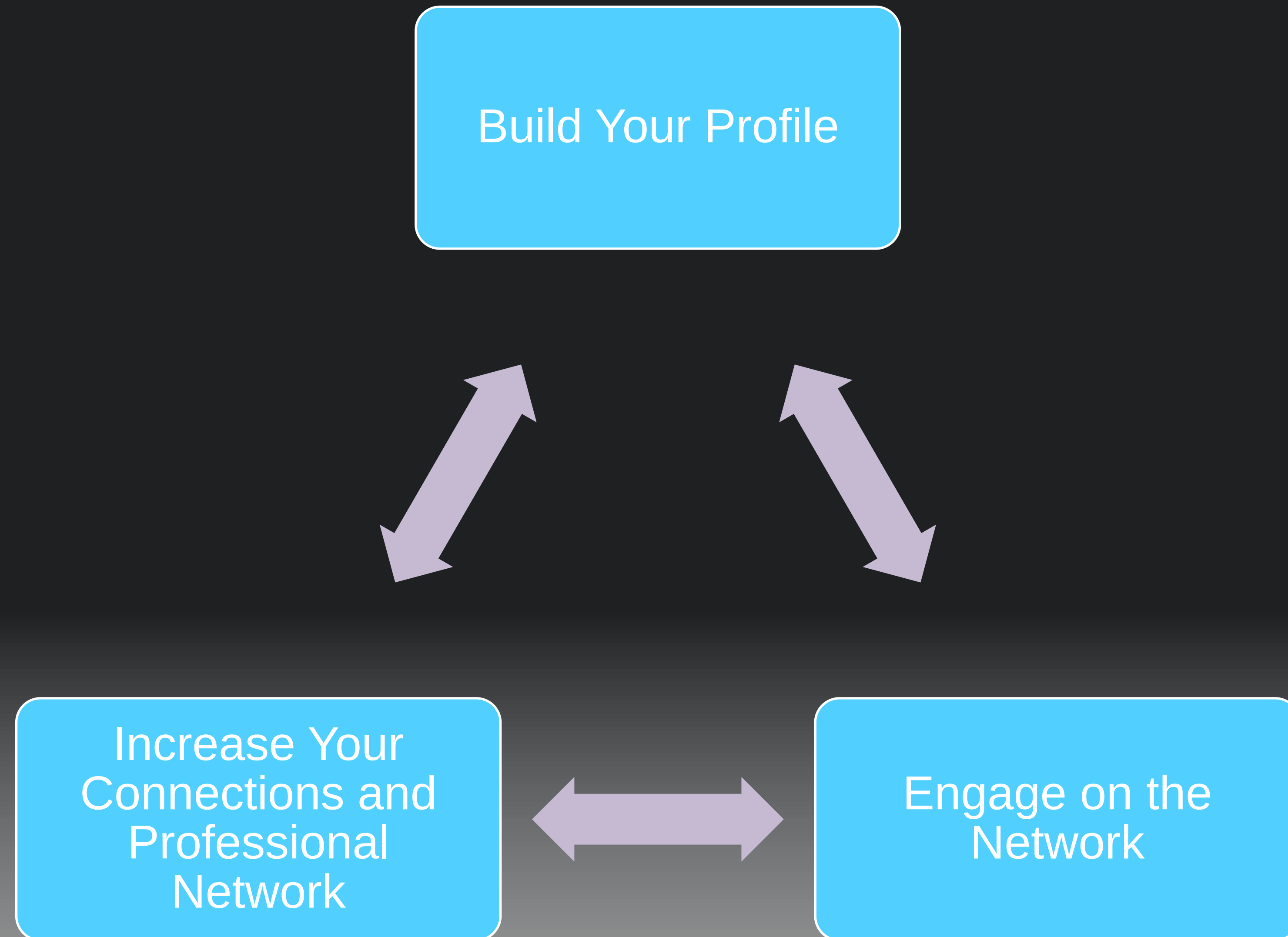


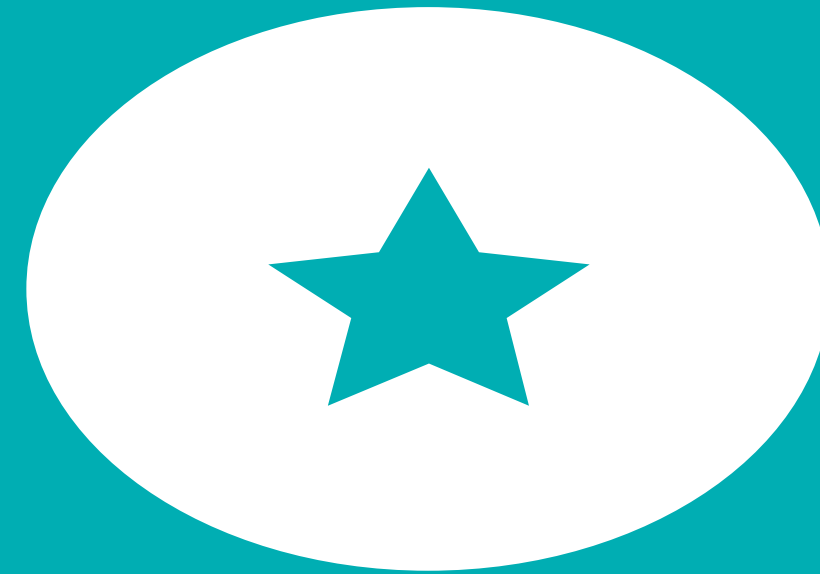
STAY INFORMED



GET HIRED

# Process to Leverage LinkedIn





Build a great profile



**Hasan Ahmed**

1st • PREMIUM

Multimedia & Emotion Architect

San Francisco Bay Area | Graphic Design

Current

LinkedIn

Previous

HAI Freelance, Zodiac Aerospace, Centric Media

Education

San Jose State University

Send a message

View in Recruiter

359  
connections

Background

Summary

Ever since I can remember, Art has always been a part of my life... from arts & crafts with my mom, to learning the fundamentals of design at San Jose State. Now, I use that passion as a visual designer to help tell stories. Whether it's through presentations, user experience, or brand/identity development, my sole goal is to meet/exceed client's goals/objectives, while creating an enjoyable, smart, but fun experience for member's and viewers alike.

Experience

**Senior User Experience Designer**

LinkedIn

December 2014 – Present (5 months) | Mountain View, California



**Contract Designer**

KMidori Design & Easy Art Co.

November 2007 – Present (7 years 6 months) | San Francisco Bay Area

**User Experience Designer**

LinkedIn

December 2012 – December 2014 (2 years 1 month) | Mountain View, California



► 1 recommendation

**Graphic Designer**

Duarte Design

August 2011 – December 2012 (1 year 5 months) | Mountain View, CA



Worked with top companies and brands to reinvent presentations that not only conveyed one clear

1

Add a  
professional photo

14x

More views with a profile  
photo than without

# Choosing a Professional Photo



2

Write an attention-grabbing headline

Explain what it is you do

Show your passion and value



**Hasan Ahmed**  
**Multimedia & Emotion Architect**  
San Francisco Bay Area | Graphic Design

Current LinkedIn  
Previous HAI Freelance, Zodiac Aerospace, Centric Media  
Education San Jose State University

[Send a message](#) [View in Recruiter](#)

1st • PREMIUM 359 connections



**Karyssa Magann**  
UX Designer, Animal Whisperer & Presentation Guru  
San Francisco Bay Are | Graphic Design



**Mike Gamson**  
Passionate about investing in people  
Chicago, Illinois | Internet



**Reid Hoffman**  
Entrepreneur. Product Strategist. Investor  
San Francisco Bay Are | Internet

**Contract Designer**  
KMidori Design & Easy Art Co.  
November 2007 – Present (7 years 6 months) | San Francisco Bay Area

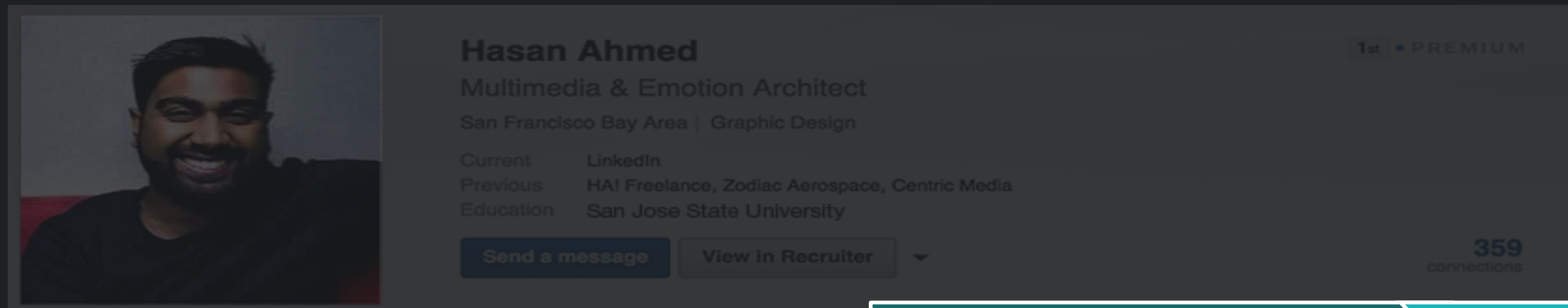
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LinkedIn  
December 2012 – December 2014 (2 years 1 month) | Mountain View, California

► 1 recommendation

**Graphic Designer**  
Duarte Design  
August 2011 – December 2012 (1 year 5 months) | Mountain View, CA

Worked with top companies and brands to reinvent presentations that not only conveyed one clear concise message, but also became a cinematic storytelling experience. Design responsibilities included:

# 3 Summary: An Elevator Pitch



Your Passion

Your Value

Your  
Personality

Your Personal  
Pitch

## Summary

Ever since I can remember, Art has always been a part of my life... from arts & crafts with my mom, to learning the fundamentals of design at San Jose State. Now, I use that passion as a visual designer to help tell stories. Whether it's through presentations, user experience, or brand/identity development, my sole goal is to meet/exceed client's goals/objectives, while creating an enjoyable, smart, but fun experience for member's and viewers alike.

## Experience

### Senior User Experience Designer

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► 1 recommendation

### Graphic Designer

Duarte Design

What do you care about? What do you add to your team? What makes you stand out? What does your experience bring to the table?

Recommend 40 words or more

Include keywords – not buzzwords

# Experience: tell a story and build rapport

- Emphasize scope, scale and impact
- Highlight accomplishments & wins
- Allow strengths and values to shine
- Include Internships
- Increase discoverability with keywords
- Make it interactive with rich media

 Experience

**User Experience Designer**  
LinkedIn  
May 2014 – Present (1 year) | United States



► 1 project

**Filmmaker/ Multimedia Designer**  
HA! Freelance  
January 2013 – April 2014 (1 year 4 months) | United States

  
Klien Epstien & Parker F/W 13 Perfect Imperf...

  
Carapace Custom Wetsuit Kickstarter Camp...

**Multimedia Designer**  
Zodiac Aerospace  
2012 – April 2014 (2 years)



Mr. Ahmed was part of an in-house design team which was responsible creative design He was directly responsible for various multimedia needs, including but not limited to: web development, photography, motion graphic concept and design, video concept and production. Mr. Ahmed was initially hired for internal photo documentation and graphic design, however after displaying proficiency in video production, motion graphics and web development created a position for himself as multimedia designer.

Notable Projects  
Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

Tasks

# 12x

More profile views than  
those without

# Rich media: give them a reason to interact!





## Volunteer Experience & Causes

### Designer

East Palo Alto Charter School

2007 – Present (8 years) | Education

I've worked on a variety of design projects for EPACS, from identity systems, to apparel, to posters for fundraising.

### Board Member; Co-Chair, Marketing & Communications Committee

LinkedIn for Good for Employees

January 2015 | Economic Empowerment

Shaping stories and experiences that inspire LinkedIn employees to engage with opportunities for social impact.

<https://linkedinforgood.linkedin.com/>

### Opportunities Hasan is looking for:

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

### Causes Hasan cares about:

- Children
- Education
- Environment
- Health
- Science and Technology

### Organizations Hasan supports:

- Sierra Club

5

# Include Volunteer Experience & Causes you support

6x

More profile views than  
those without



## Volunteer Experience & Causes

### Designer

East Palo Alto Charter School

2007 – Present (8 years) | Education

I've worked on a variety of design projects for EPACS, from identity systems, to apparel, to posters for fun

### Business Development Consultant

Global HR Research

May 2013 – October 2013 (6 months)

At Global HR Research, we deliver the most advanced, intuitive and diagnostic technology in the industry to help companies around the world find, select, assess, screen and hire quality candidates—in less time with less risk than ever before. Our fully integrated platform is customized to each client's exact needs. By merging Talent Acquisition, Talent Management and Talent Screening together in a single application, managing your hiring workflow has never been easier or more efficient.

▼ 1 recommendation



**Christine Peacock**

Director of Business Development & Client Services at Peacock Painting Services, Inc.

Charles contributes significantly to the success and growth of our company. He has a very strong work ethic and unparalleled analytical and problem solving skills. His creativity and dedication to success makes him an asset to our sales team. To... View ↓

• Skills-based volunteering (pro bono consulting)

### Causes Hasan cares about:

- Children
- Education
- Environment
- Health
- Science and Technology

### Organizations Hasan supports:

- Sierra Club

6

# Include Recommendations

Try to find Teachers, previous employers or people you have done business with to speak to your professional experience.

Source: <https://www.corn.linkedin.com/wiki/cf/display/PRT/Value+statements+for+Profile+Editing>

#### Notable Projects

Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

#### Tasks

7

# Add skills and get endorsed for them

Include a mix of high level and niche skills



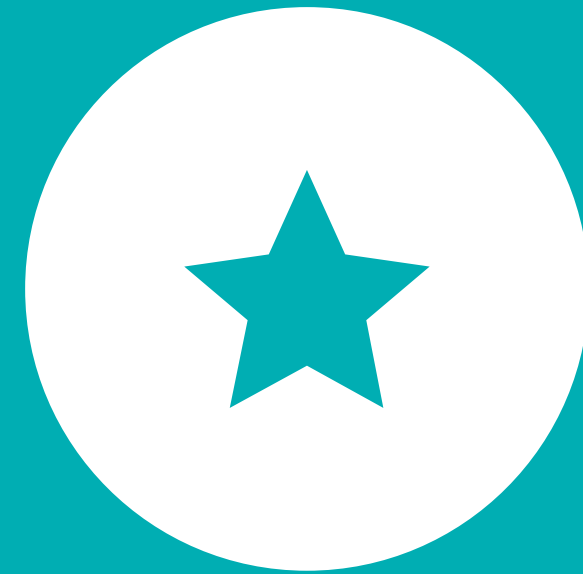
## Skills

### Top Skills

|    |                       |   |  |
|----|-----------------------|---|--|
| 16 | Entrepreneurship      | + |  |
| 14 | Strategy              | + |  |
| 11 | Project Management    | + |  |
| 10 | Product Development   | + |  |
| 9  | Strategic Planning    | + |  |
| 7  | Marketing             | + |  |
| 5  | Management Consulting | + |  |
| 3  | CRM                   | + |  |
| 2  | Competitive Analysis  | + |  |
| 2  | Consulting            | + |  |

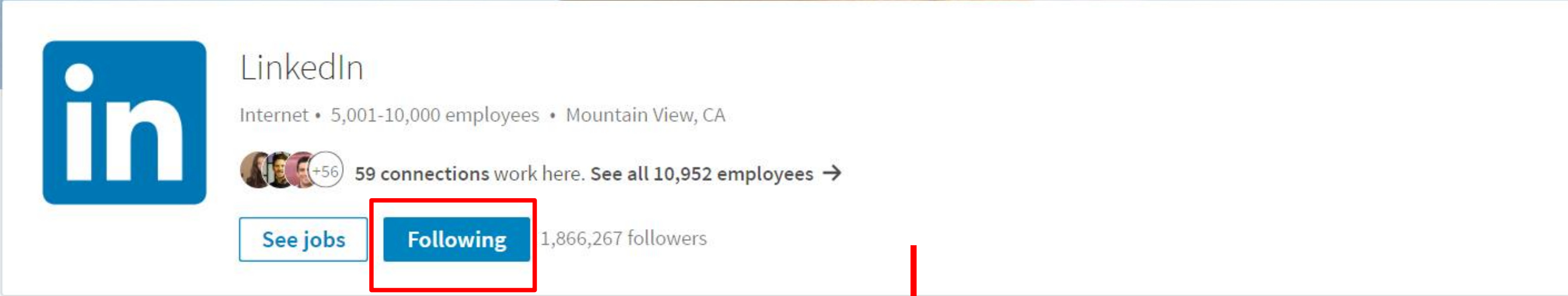
### Hasan also knows about...

|    |               |   |   |            |   |   |                     |   |   |                    |   |
|----|---------------|---|---|------------|---|---|---------------------|---|---|--------------------|---|
| 10 | Graphics      | + | 9 | Web Design | + | 9 | Digital Photography | + |   |                    |   |
| 8  | Art Direction | + | 7 | CSS        | + | 7 | InDesign            | + | 7 | Creative Direction | + |



## Step 2: Leverage

# Follow Companies & Visit Their Career Pages: Learn about their culture, company and open jobs



IF GREATLY PURSUED

**LinkedIn**  
Internet • 5,001-10,000 employees • Mountain View, CA

59 connections work here. See all 10,952 employees →

[See jobs](#) [Following](#) 1,866,267 followers

**Overview**

IF GREATLY PURSUED

**Jobs**

 **Brittney Bentley**  
Consultant, Talent Solutions

722 jobs posted recently

**Life**

Company photos

PREMIUM

▲ 10% change in the Human Resources function in the last 6 months.

[Get the full picture](#)

A red box highlights the 'Following' button in the top navigation bar. A red arrow points from this button to the 'Life' section, which is also highlighted with a red box. The 'Life' section shows a photo of two women in a meeting, with one woman writing on a whiteboard.

# Find and join Groups

Participate in discussions related to your Career Path, Interact with Students & Alumni

The screenshot shows a LinkedIn group page for "Harvard Business Review" (HBR) with 1,000,000 members. The page is viewed by a user who is a "Member". The group's navigation bar includes "Discussions", "Promotions", "Jobs", "About", and "Search".

At the top, there is a section to "Start a discussion with your group" with a text input field for "Enter a discussion title". Below this, a post by "Samir EMILE" (Retired Leadership Consultant) is featured. The post title is "CEOs with integrity deliver better financial results - HBR" and includes a link to an HBR article. The post content is "Measuring the Return on Character" and mentions that CEOs rated high on four moral principles deliver better financial results. It has 3 comments, 9 likes, and was posted 15 hours ago.

Below Samir's post, there are two comments: one by "Yi-Jie Eugene Chen" (12 hours ago) and one by "Bert Robinson" (10 hours ago). Both comments are about CEOs and integrity. There is a text input field for "Add a comment..." below the comments.

At the bottom, another post by "Amy Gallo" (Contributing editor, Harvard Business Review) is shown. The post title is "Have you ever confronted someone who was taking credit for your work?" and the content is about a piece for HBR.org. It has 2 comments, 0 likes, and was posted 4 hours ago.

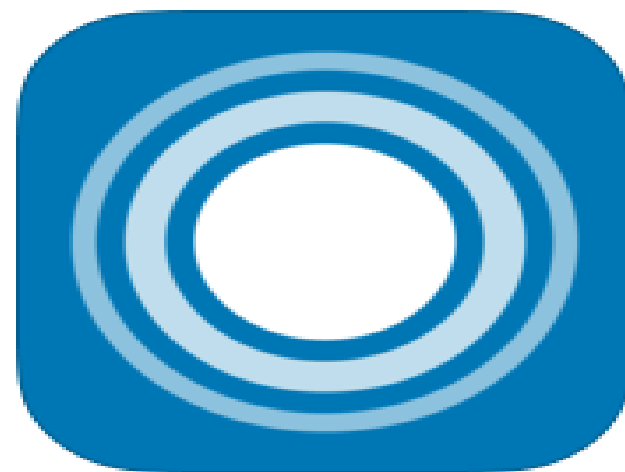
On the right side of the page, there are several sections: "See what's new" with a message about improvements, "Your group contribution level" with a progress bar showing "Finding an Audience", and "LinkedIn Ads" with three advertisements: "Zegna Suits for Less", "Bring Your Brand To Life!", and "Looking for a job?".

The footer of the page includes links for "About", "Feedback", "Privacy & Terms", and the LinkedIn logo with "LinkedIn Corp. © 2015".

# Pulse: learn about industries and fields that matter to you

## LinkedIn Pulse: Daily News, Powered by Your Professional World By LinkedIn Corporation

Open iTunes to buy and download apps.



**Pulse** The news and insights you need to know.

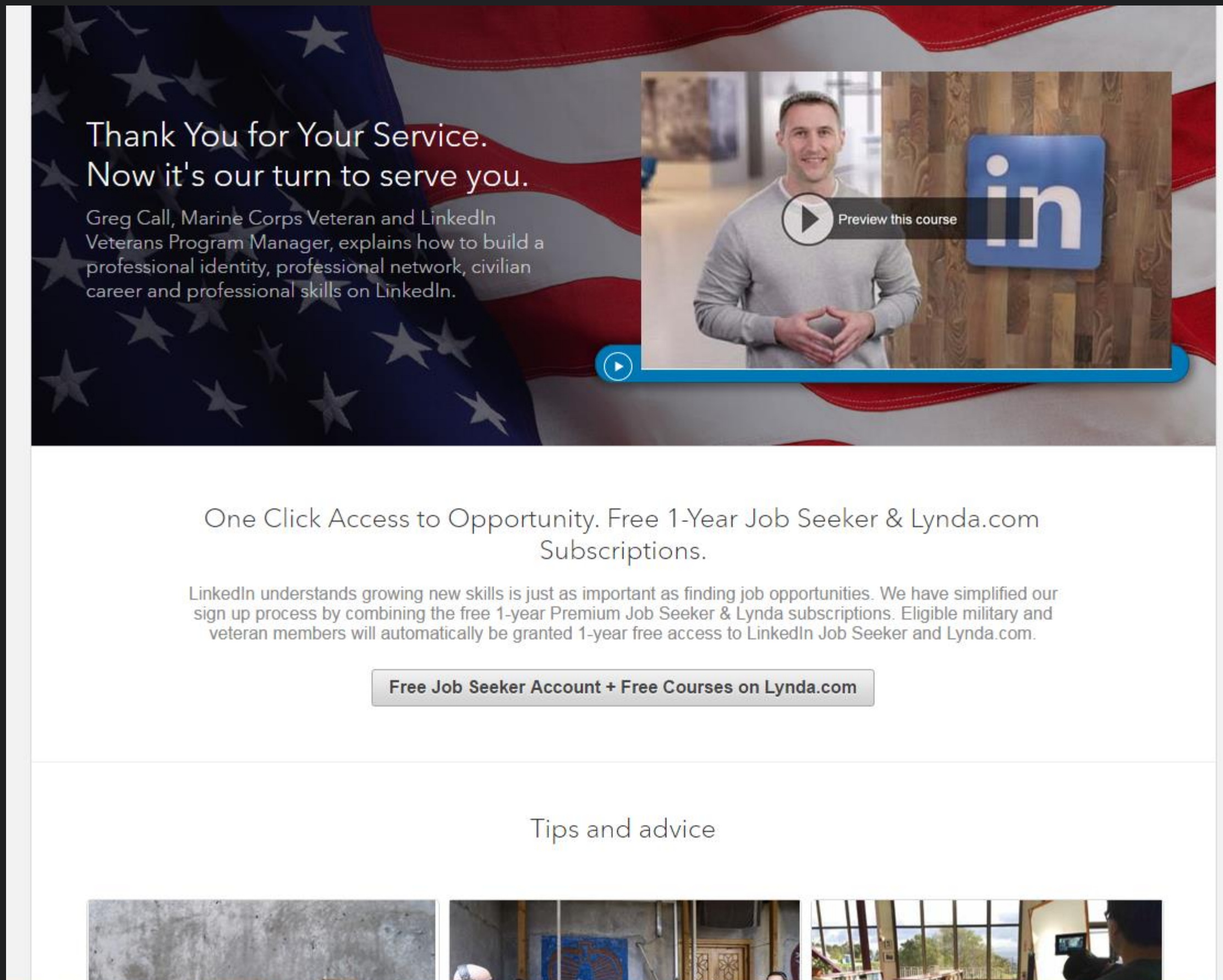
Your News Top Posts **Discover**

**A SMARTER READ IN MORE WAYS THAN ONE**  
Follow what interests you to get personalized news and insights.

**Recommended for you**

|                                                                                 |                                                                                                          |                                                                      |                                                                               |                                                                                                        |
|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <br><b>Liz Ryan</b><br>CEO and Founder, Human Workplace<br>565,485 followers    | <br><b>Robert Herjavec</b><br>Shark on ABC's Shark Tank, Founder of Herjavec Group,<br>446,578 followers | <br><b>Blake Mycoskie</b><br>Chief Giver at TOMS<br>48,431 followers | <br><b>Tony Hsieh</b><br>CEO at Zappos.com<br>129,862 followers               | <br><b>A.J. Jacobs</b><br>Author, Lecturer and Editor at Large at Esquire magazine<br>38,054 followers |
| <br><b>Economy</b><br>5,355,895 followers                                       | <br><b>Online Advertising</b><br>407,616 followers                                                       | <br><b>Big Data</b><br>1,799,139 followers                           | <br><b>Android Community</b><br>6,069 followers                               | <br><b>Techonomy</b><br>9,632 followers                                                                |
| <br><b>Michelle Rhee</b><br>Founder / CEO at StudentsFirst<br>146,702 followers | <br><b>Phil Baumann</b><br>Strategist at Telere<br>59,238 followers                                      | <br><b>Brian Wong</b><br>Founder and CEO at Kiip<br>82,549 followers | <br><b>Bruce Broussard</b><br>President and CEO at Humana<br>68,976 followers | <br><b>Joe Mansueto</b><br>Morningstar CEO<br>48,901 followers                                         |

# LinkedIn's Veterans Initiative



Thank You for Your Service.  
Now it's our turn to serve you.

Greg Call, Marine Corps Veteran and LinkedIn Veterans Program Manager, explains how to build a professional identity, professional network, civilian career and professional skills on LinkedIn.

Preview this course

One Click Access to Opportunity. Free 1-Year Job Seeker & Lynda.com Subscriptions.

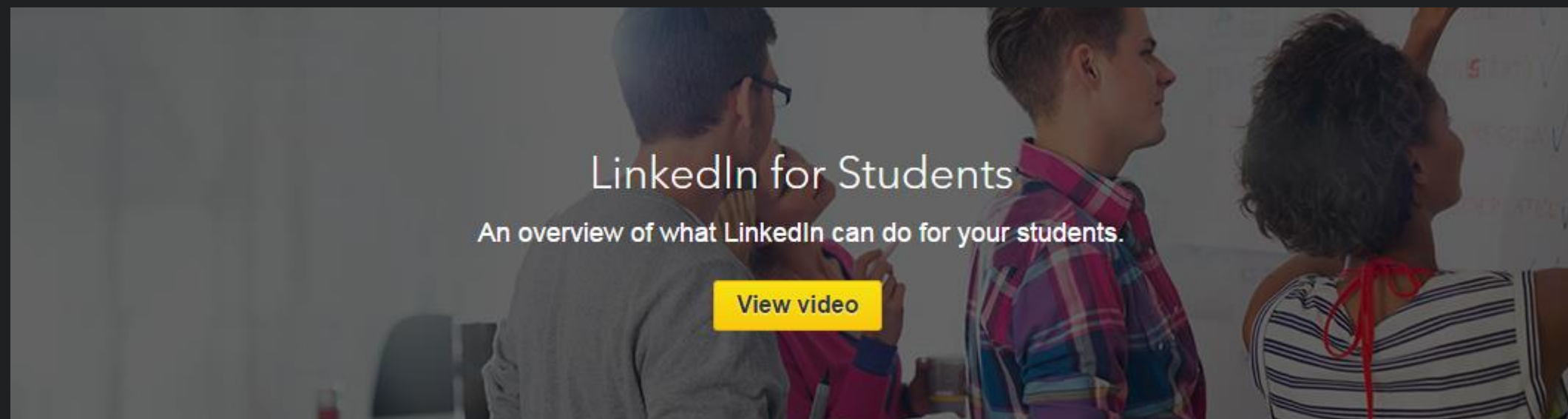
LinkedIn understands growing new skills is just as important as finding job opportunities. We have simplified our sign up process by combining the free 1-year Premium Job Seeker & Lynda subscriptions. Eligible military and veteran members will automatically be granted 1-year free access to LinkedIn Job Seeker and Lynda.com.

Free Job Seeker Account + Free Courses on Lynda.com

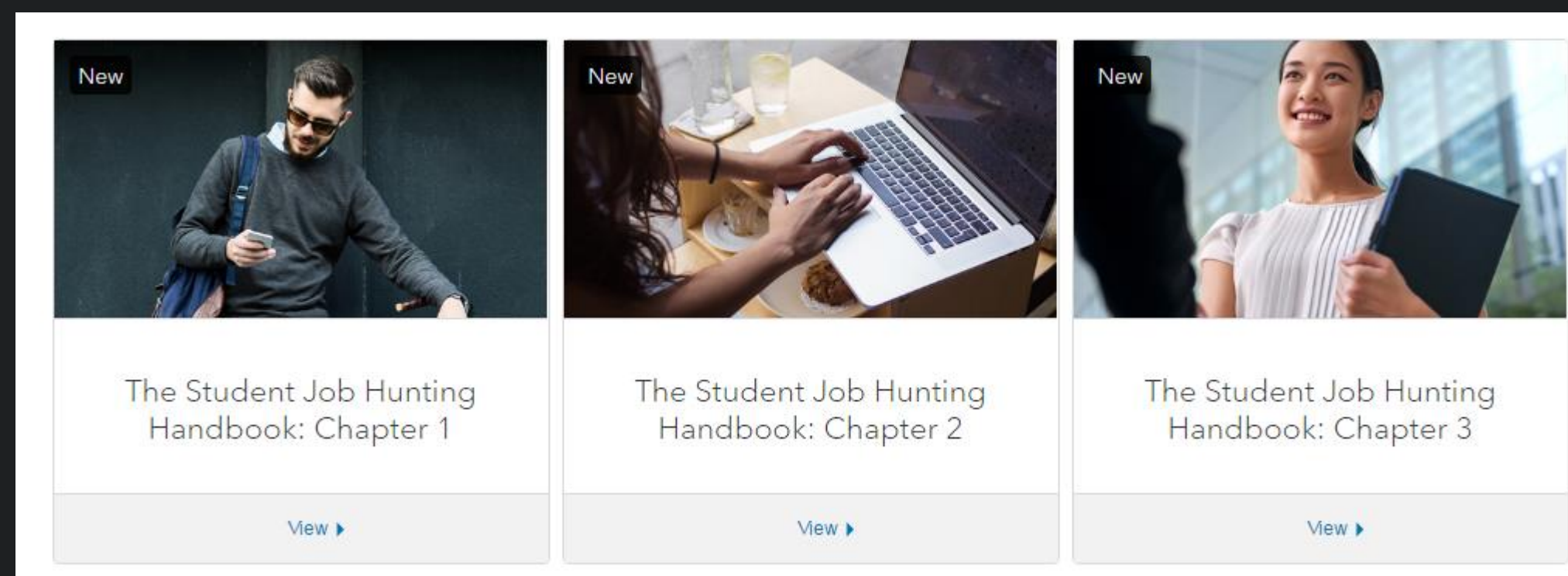
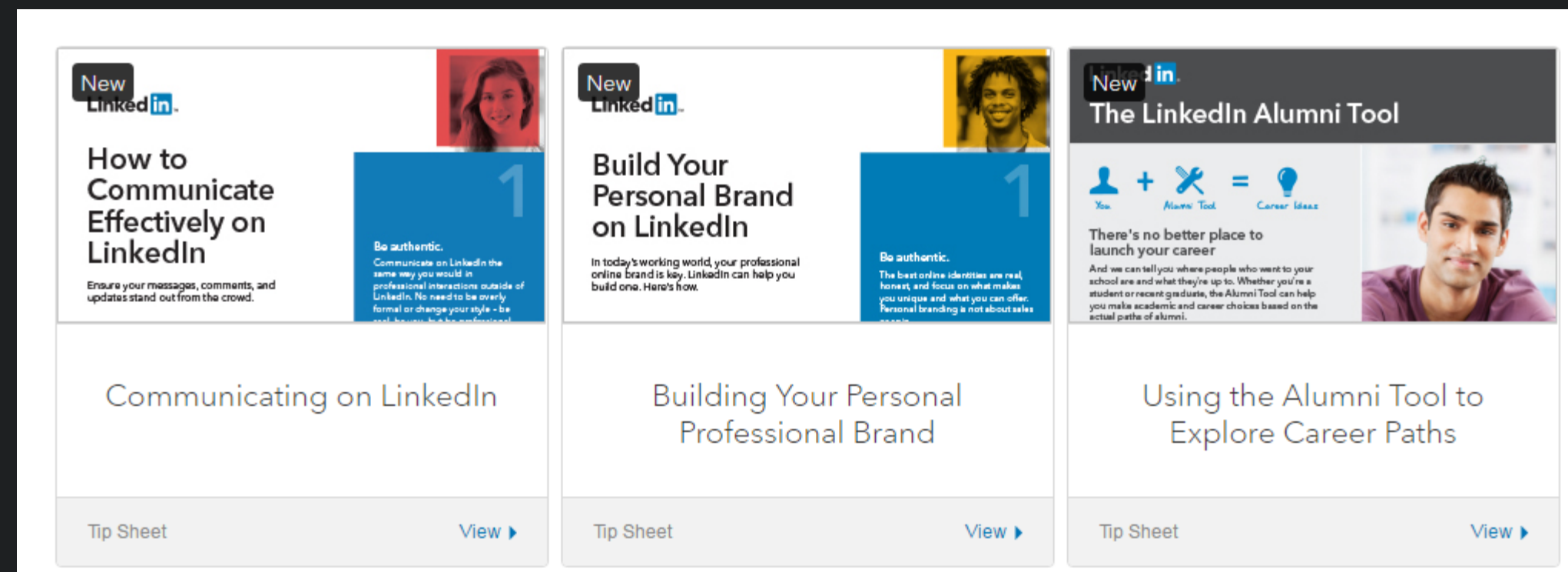
Tips and advice

- Free 1 Year Subscription
- Free Lynda Courses
- Tips and Advice
- Companies that are hiring Veterans
- <https://veterans.linkedin.com/>

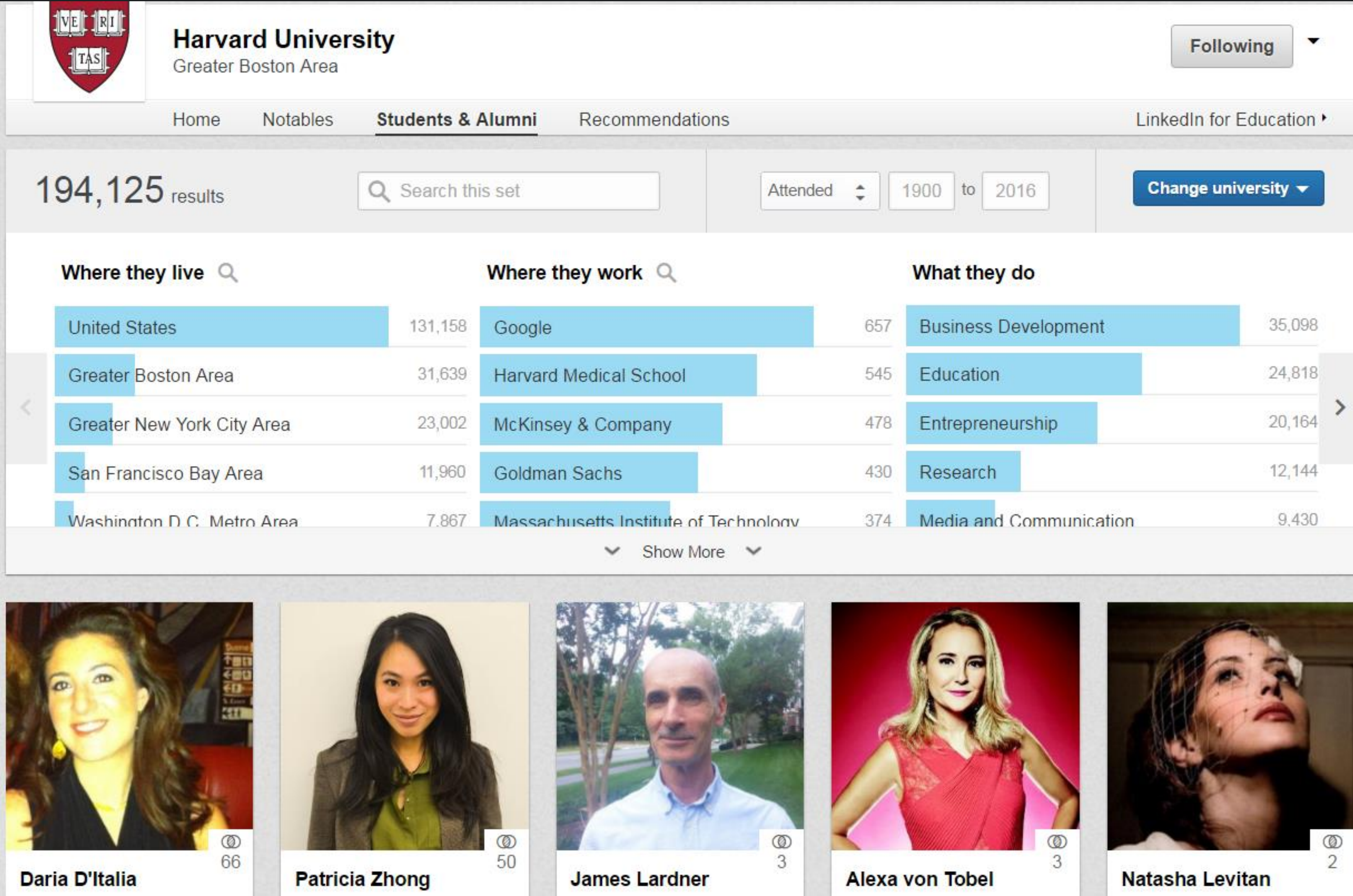
# Student Learning Center



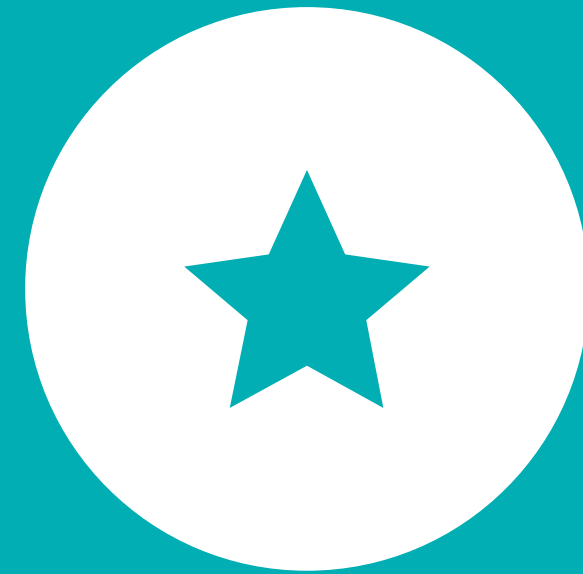
- Student Job Hunting Handbook
- Tips and Advice
- How To's i.e. Building a Student Profile, Network, Personal Brand
- Alumni Tool
- <https://university.linkedin.com/linkedin-for-students>



# Understand What You Can Do With Your Major



See what kind of jobs you can get with your major and Alumni career trends



# Step 3: Engage

# Actively Search for Jobs by Title, Location, Company etc.

Home

Profile

My Network

Jobs

Interests

Business Services

Search

Advanced >

All

Jobs

More...

Keywords

Mobile Developer

Company

Title

Mobile Developer

Location

Located in or near:

Country

United States

Postal Code

Lookup

Search

Reset

Location

Company

Date Posted

Salary

Job Function

Industry

Experience Level

Apple x Entry level x Internship x Reset

Sort by Relevance Save search

Mobile Developer

Panther Global Group

Midtown Manhattan • Jan 12, 2016

Similar

View

Mobile Developer

IBM

SOMERS • Jan 8, 2016

Similar

View

Mobile Developer

Catapult Services LLC

Atlanta, GA • Jan 15, 2016

Similar

View

Only show jobs in Greater New York City Area?

Filter

Mobile Developer / iOS Engineer & Android Developer (we have multiple roles) - Aol

AOL

New York, NY • Jan 2, 2016

Similar

View

iOS Developer - Mobile Video Startup

CyberCoders

New York, NY • Jan 8, 2016

Similar

View

Android Developer / Mobile Engineer, Moviefone

AOL

New York City, NY, US • Jan 17, 2016 • From www.smartrecruiters.com

Similar

View

Mobile Engineer / iOS Developer, Moviefone

AOL

New York City, NY, US • Jan 9, 2016 • From www.smartrecruiters.com

Similar

View

iOS Developer

LearnVest

New York, NY, US • Jan 7, 2016

Similar

View

Android Developer

Yodle

Similar

View

We make it easy to see just the jobs that are open to students

LinkedIn Job Search

By LinkedIn Corporation

Open iTunes to buy and download apps.



# LinkedIn Jobs: Let Recruiters Know You Are Interested



Jobs you may be interested in

  
**Americas Trade Marketing Specialist**  
dailymotion — New York, New York  
[View Job](#)

  
**Senior Marketing Specialist**  
Nasdaq — New York, New York  
[View Job](#)

  
**Digital Sales Planner**  
MediaBrix — Greater New York City Area  
[View Job](#)

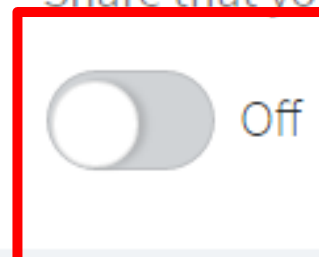
[See more jobs ▶](#)

LinkedIn Serves You Relevant Jobs Based on Your Profile – That's Why It's Important to Focus On Building It Out!

LinkedIn now let's you share with Recruiters that you are open to new opportunities!

## Let recruiters know you're open

Share that you're open to new opportunities and let your next job find you.



### Signal that you're open

Recruiters will see your profile marked as 'open to new opportunities'



### Stand out in recruiter searches

We'll feature your profile in a section only for open candidates



### Receive more opportunities

Increase your chances of receiving relevant messages from recruiters

# Sharing updates vs. publishing posts

Helping you grow and engage your network



## UPDATES

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Share links, [jobs](#), articles, images, quotes or anything else your followers might be interested in



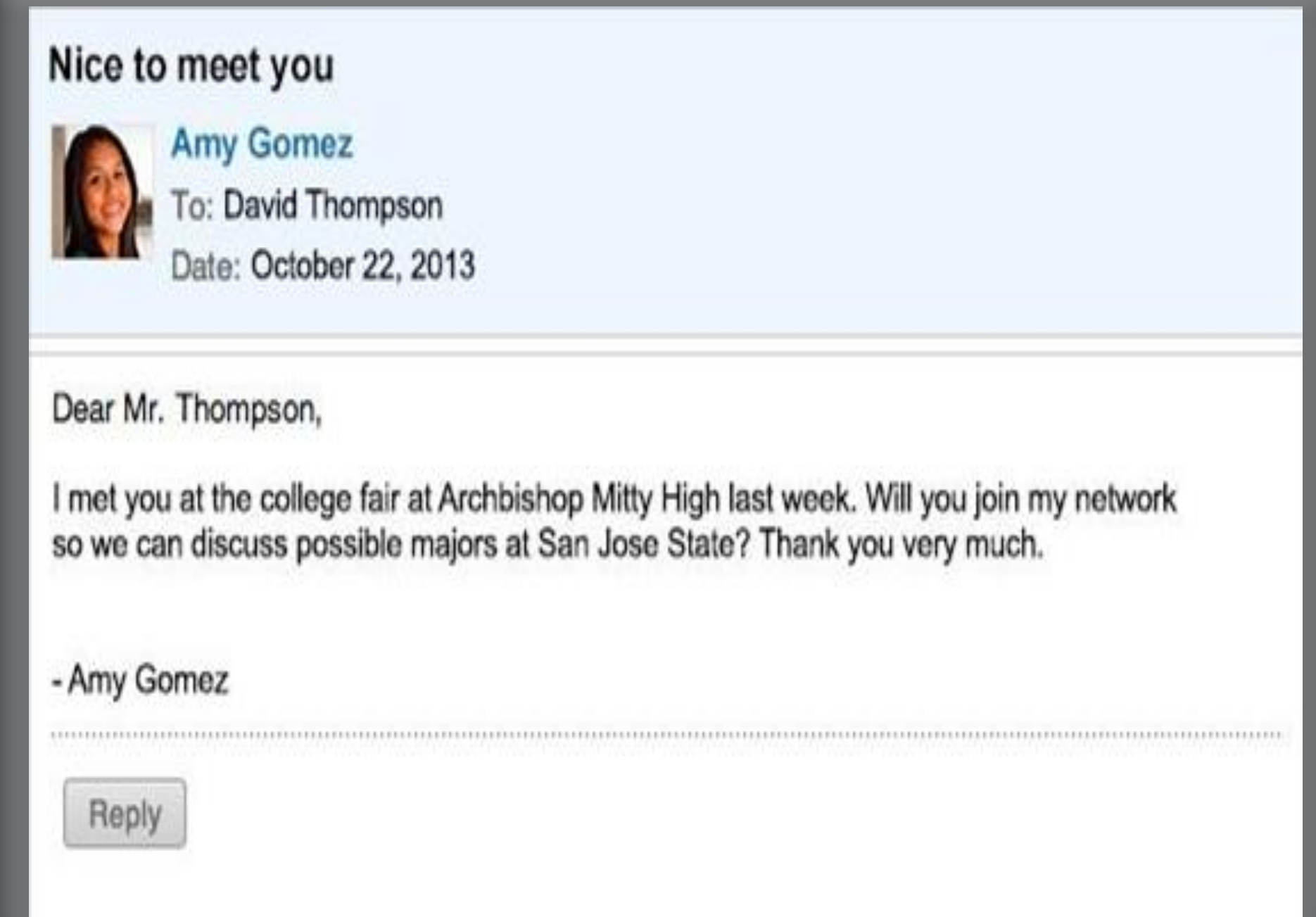
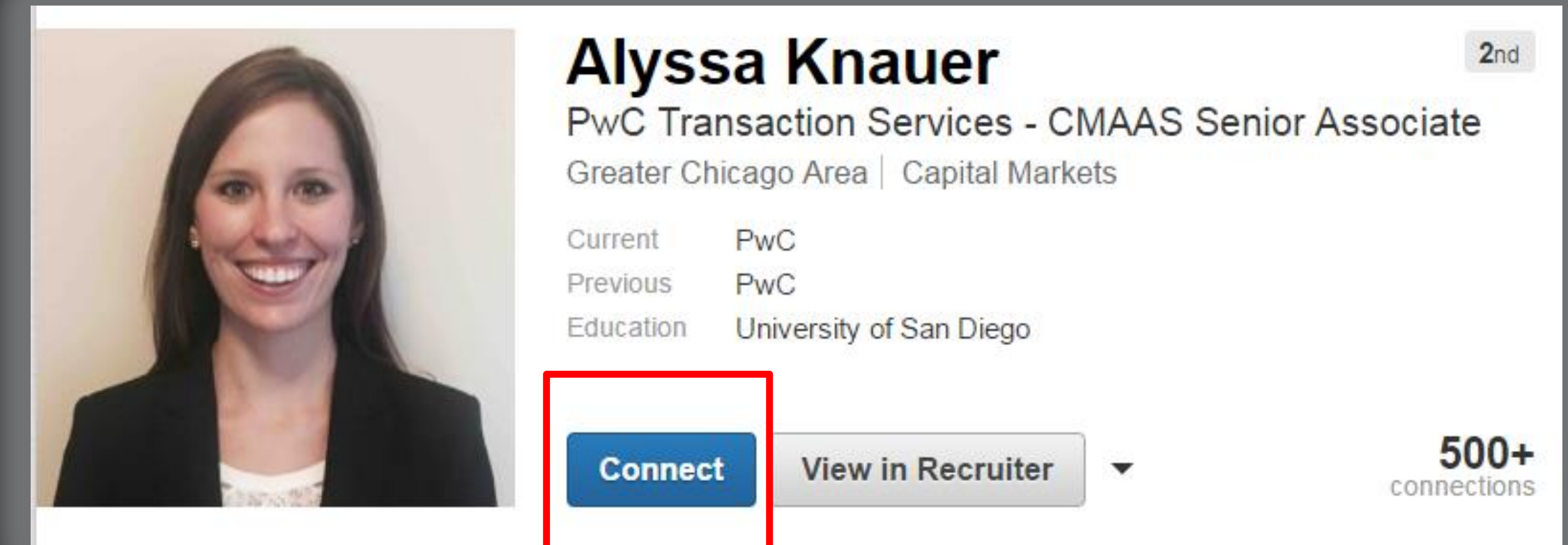
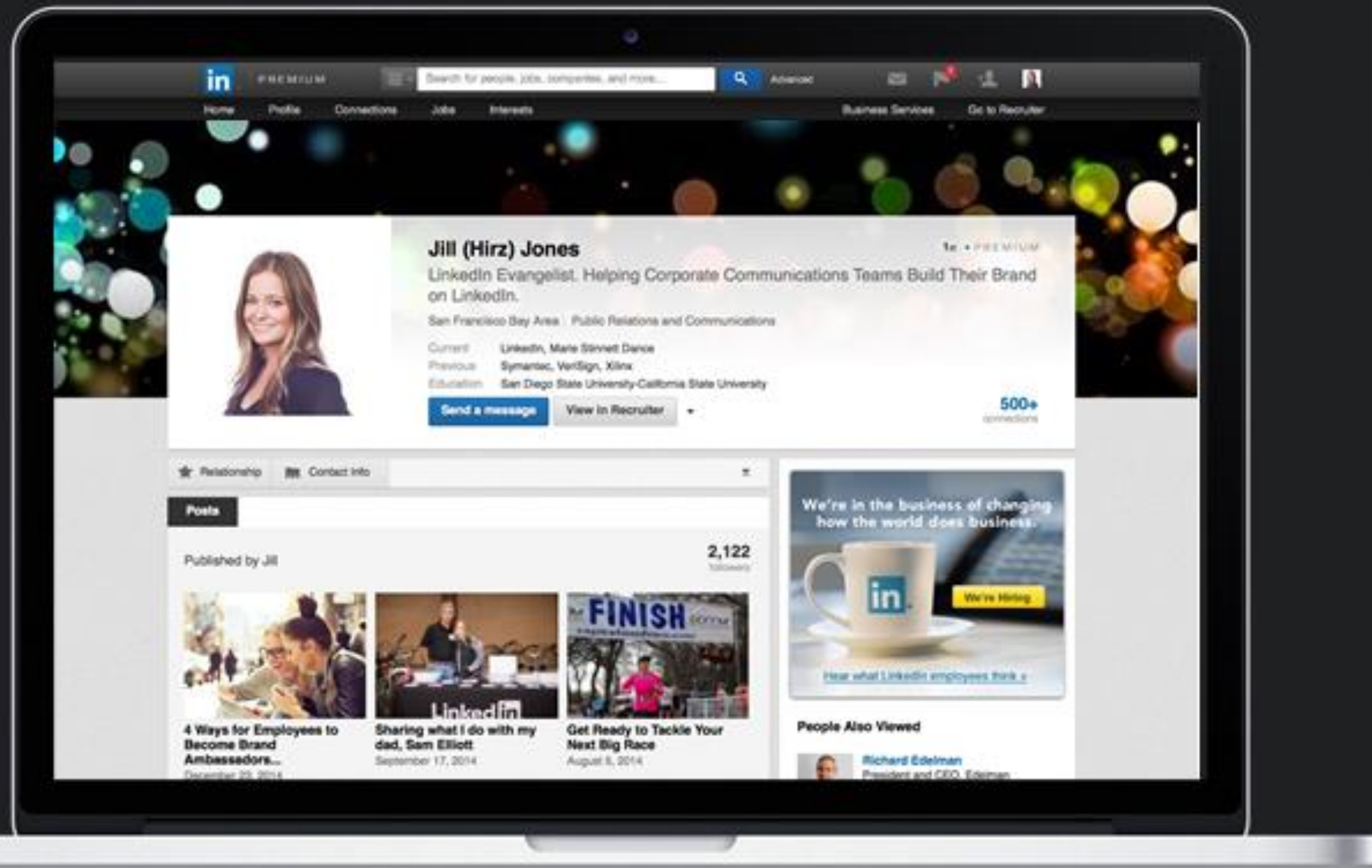
## PUBLISHING

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Deeply explore topics that matter to you, then watch the comments to see your [impact](#)

# Develop Your Network: Connect & InMail

Personalize your message



# Next Steps

- Build out your profile
- Visit Student Center for tips & advice
- Research Industries & Career Options
- Identify Employers of Choice
- Join Groups
- Share Content
- Apply to Jobs
- InMail & Connect to grow your network
- Get Hired!!

