The Student’s Guide to LinkedIn
Leveraging LinkedIn to Build Your Brand

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Pop Quiz!
LinkedIn’s Mission

Connect the world’s professionals to make them more productive and successful
LinkedIn’s Vision

Create economic opportunity for every professional in the world
Growing global network

467M Members

>2 New Members per second

100M Monthly unique visitors
Students and recent grads are LinkedIn's fastest growing demographic

35% of students plan to use LinkedIn as a primary source for their job hunt, up 700% from two years ago
Leaving college can be hard
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
9 out of 10 Company recruiters use LinkedIn

So should you

Source: Jobvite Recruiter Nation Survey, 2015
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

Source: LinkedIn Job Search Guide, 2016
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

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
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
Add examples of your work in photos presentations & videos

Give a dynamic, visually appealing representation of your professional story
Volunteer Experience:

it counts so include it

41% of hiring managers consider volunteer experience equally as valuable as paid work experience.
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

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

Source: The Adler Group, LinkedIn’s 2017 Global Recruiting Trends report
LinkedIn is an appropriate platform for students to connect with faculty, professional mentors, and advisers.
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

The work you’ll be doing

Company culture

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
Find and join Groups

Participate in discussions related to your industry and career
Follow Your School

The University of Texas Health Science Center at Houston (UTHealth) School of Public Health

HOUSTON, TX
Higher Education • 247+ alumni

See the employee ➔

See alumni Following 521 followers

PREMIUM

• 117% change in the Research function in the last 6 months.

Get the full picture

About us

We have six campuses across Texas: Houston, Austin, Brownsville, Dallas, El Paso and San Antonio. MISSION: The mission of UTHealth School of Public Health is to improve the health of the people of Texas, the nation and the world by providing the highest quality graduate education, translational research and services to the profession and community. VISION: Improved health of the population through prevention, better health outcomes and a trained workforce with a commitment to a culture of excellence and integrity.

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