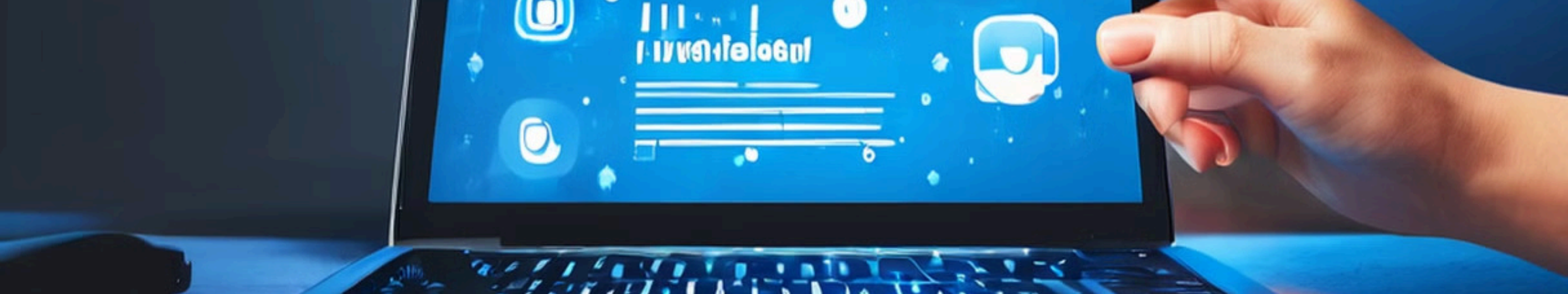


LinkedIn for Students: Your Career Launchpad

LinkedIn is a powerful platform that can help students and recent graduates build their professional brand, connect with industry leaders, and discover exciting career opportunities. By creating a strong LinkedIn presence, you can elevate your job search and take the first step towards your dream career.

 by Chloe Khaoya





What is LinkedIn?

1 Professional Networking

LinkedIn is a social network for professionals, allowing you to connect with industry peers, alumni, and potential employers.

2 Share Your Story

Use LinkedIn to showcase your skills, experiences, and interests, and build your personal brand.

3 Discover Opportunities

Leverage LinkedIn's job search tools and stay up-to-date on industry trends and company insights.

Creating Your Profile

Profile Picture

Choose a professional-looking headshot that represents your best self.

Compelling Headline

Craft a concise, attention-grabbing headline that highlights your skills and aspirations.

Informative Summary

Showcase your experiences, skills, and career goals in a clear and compelling way.



Building Your Network



Connect

Reach out to classmates, professors, and alumni to expand your professional network.



Join Groups

Participate in discussions and engage with industry-relevant communities.



Attend Events

Attend virtual or in-person events to meet new connections and make lasting impressions.



Finding Opportunities

1

Job Search

Utilize LinkedIn's powerful job search tools to discover relevant openings.

2

Company Research

Explore companies and industries that align with your career goals.

3

Apply and Connect

Apply for internships and entry-level positions, and connect with decision-makers.

Sharing Content

Articles and Posts

Share industry-relevant articles, blog posts, or your own original content to showcase your expertise.

Engage with Others

Participate in discussions and provide valuable insights to build relationships and credibility.

Showcase Your Skills

Highlight your unique skills and experiences to differentiate yourself from the competition.



Leveraging LinkedIn Messages

Seek Advice

Connect with professionals in your field and ask for their insights and guidance.

Follow Up

Reach out to new connections made at networking events to continue the conversation.

Professional Etiquette

Keep your messages concise, polite, and tailored to the recipient's needs.



Optimize Your Privacy

1

Profile Settings

Review who can view your profile and adjust privacy settings as needed.

2

Application Preferences

Manage your job application preferences to control your visibility to recruiters.

3

Continuous Improvement

Regularly review and update your privacy settings to ensure your online presence aligns with your professional goals.