



Linked in™

The Student Job Hunting Handbook

Part 1

A practical guide for
kick-starting your career

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A Practical Guide for Kick-Starting Your Career

Moving into the working world is a big change. But tackling this challenge is well within your grasp. This guide is broken into bite-sized sections, offering resources to help you enter the workforce with confidence. And unlike other handbooks, our insights are pulled from 400 million active professionals. Read all, or just the most relevant sections.

In part 1, we reveal how to kick-start your career journey.



In Part 2, we delve deeper into job searching tools, networking tactics, and preparation strategies.

Part 2: Job Searching

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Part 3 features real-world insights and tactics to help you nail each and every interview.

Part 3: Interviewing

[Download Now](#)

Part 1

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Section
1

Job vs. Career: Choose Your Own Adventure



How College Grads Can Move into Professional Life with Purpose

So you crushed college, and now it's time to apply your education in the working world. Nice. Whether you are dabbling with the idea, or searching furiously for that first big gig, there are small steps you can take to ensure your first job works in lock-step with your long-term career goals.

Overcome Pressure

At times, you may feel immense pressure. It's natural, but don't let it stop you, because careers last a lifetime. Work hard, learn and develop lasting relationships. Soon enough, the pressure will pass.

Be Proactive

One of the most common complaints from employers is that millennials get bored and sit on their hands. Turn your boredom into opportunity by getting proactive. Get creative and seek solutions. Young professionals who solve problems move up faster.

Set Simple Goals

The workplace can be wonderful, yet confusing. Gain control by setting simple goals. Ask to shadow talented co-workers. Make a list of skills you want to learn and get senior professionals around you to weigh in. Keep a checklist and hold yourself accountable.

“Look for a job you can knock out of the park. Then, become indispensable. You don’t have to kill yourself working seventy hours a week to get there, but consider putting in forty-five.

Even a handful of extra hours on special projects will fast-track your success.”

– J.T. O’Donnell, CEO Careerealism



Section
2Using Personality Assessments
to Kick-Start Your CareerAdvice from an Expert:
Chester Elton

Personality assessments are a handy compass, helping you get your career pointed in the right direction.

The following tips from *New York Times* bestselling author, motivational speaker and employee engagement expert Chester Elton will help you get the most out of each unique evaluation:

Tip #1: Take Stock of Your Skills, Strengths & Desires

"The beginning of your career is the best time to dig deep, and take stock of your skills, strengths and desires," Chester reports. "Myers-Briggs, Parachute, Pymetrics—all the assessments out there can give you some solid input. Take one, or take them all and see what you find out!"

Tip #2: Uncover What Matters Most

Getting a grasp on your unique personality also helps put your values into perspective. "Knowing your values will help you to find a company that is a good fit," Chester says. "Too many people get caught up with the company brand, but if it doesn't match up with your core values, it simply won't be a match."

Tip #3: Define What You Need to Learn

The biggest value in taking personality assessments is discovering knowledge gaps, and areas for growth. According to Chester, "Many students are good at book learning, but you also need to be a student of leadership, of teamwork and of job seeking. This isn't typical coursework, but it's exactly what companies are looking for."

Section
34 Steps for Identifying
a First Job That Fits

Making your first career move can
kick-start your entire job journey.

Take it from Chester Elton—who reports, "Your first job is a big deal. But, keep striving for the perfect role. You have your whole career ahead!"

1 Create a Mentor Network

Having a mentor network is not just good for advice, but will also be where you turn when it's time to find a new job. Include a mix of friends, family, classmates, professors and other advisors in your network. Utilize LinkedIn's Alumni Tool to find potential mentors, ask specific advice, or stay in touch.

2 Take a Personality Assessment

Your personality is your biggest asset. It can certainly tip the scale in your favor during the interview process. Use your assessment results to target companies and roles that match your values and personality.

3 Research Company Culture

Matching your values to a company is key to success. If it's not a match, you might have a negative experience. Check out the Careers sections on LinkedIn Company Pages to learn about the culture of specific organizations.

4 Get Out Fast if it Doesn't Fit

While your first job is important, don't be afraid to make a change if it doesn't work. Be an advocate for yourself. Speak to your manager about reshaping the position, and if need be, seek a new opportunity.

“Too many people get caught up in the reputation and company brand. Worry more about whether YOUR brand and personality align with the company values. Does it feel like a fit? It should!”

– Chester Elton, New York Times Bestselling Author



Section 4

LinkedIn Profile vs. Traditional Resume: 4 Key Differences

Background

Summary

Sustainability

Environmental, organizational, social – this word means different things to different people. To me, sustainability is finding and creating effective and lasting solutions to questions that may not yet exist. It's following my passions and actively building skills that will guide me toward success, my version of it anyway. I believe the way to success is starting beyond yourself, creating shared value for your own organization as well as the larger community.

As I finish up my Senior year at Haas School of Business, I plan to incorporate social and environmental sustainability into every aspect of my personal and professional life. I want to collaborate with an organization that empowers people to think beyond themselves, to create innovative and lasting solutions that make an impact.

I most recently worked as part of the Campus Recruiting team under the Global Talent Organization at LinkedIn. LinkedIn's dedication to talent and mission of connecting professionals with economic opportunity align perfectly with my definition of sustainability. At LinkedIn, I absorbed new strategies, owned my projects (and the mistakes that may come with them), and transformed my skill set to prepare me for whatever may be next.

Skills and Interests: Event Planning, Recruiting, Branding, Marketing, Sales, Social Sustainability, Environmental Sustainability, CSR, Social Enterprise, Nonprofit Consulting, Youth Education

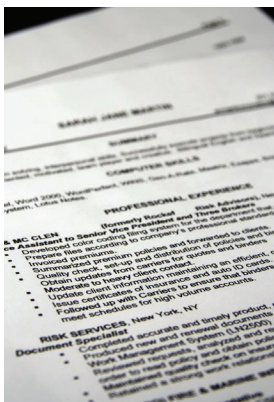
Experience

Human Resource Intern
LinkedIn
June 2015 – August 2015 (3 months) | Sunnyvale, CA

Talent Acquisition Events Team

- Recruited, planned, and executed LinkedIn's HR Hackathon "LinkedIn Festival" duties included creating and managing registration page, owning event email account, sourcing and recruiting participants, working with third party vendors, and running the day-of event flow
- Created attendee packet, managed volunteers, and executed day-of tasks for LinkedIn's Annual Intern HackDay
- Revised LinkedIn's current Tech Trek model to increase ROI through interactive activities and a streamlined follow-up process while incorporating LinkedIn's diversity initiative
- Designed model for a proposed "Shadow Day" event that invites High Schoolers from underrepresented areas to "shadow" a LinkedIner to expose them to the workforce and provide them with the skill set to land their first job

• 1 course



One of the most common questions we hear from students is, "What's the difference between my LinkedIn profile and my resume?"

Great question.

If you start with a rock solid resume, your LinkedIn profile won't take too much work. Understand the following differentiators to get the most out of your LinkedIn profile:



Depth

Your LinkedIn profile gives you room to elaborate. Go deeper with volunteer experiences to demonstrate skills, experience, and personality. Add project samples, such as images, documents and videos of your work.

Personality

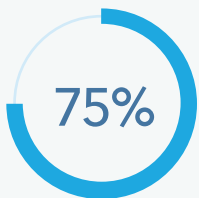
Your profile allows hiring managers and recruiters to actively seek you out. Add your skills and experience, but more importantly show them your unique path and personality. Your profile summary should truly set you apart.

Recommendations

Your resume rarely contains recommendations from peers, professors, or past co-workers, whereas your profile has a section dedicated to this information. Hiring managers use Recommendations to measure the quality of an applicant.

The Platform

LinkedIn is a living and breathing network where other students, recent graduates, professionals and employers can interact with and contact you. Your profile is a great way to share—not only your experience—but also your personality and interests.



of hiring managers report looking at LinkedIn profiles to learn about a candidate's background.

Share



Section 5

Crafting a LinkedIn Profile That Rocks

Home Profile My Network Jobs Interests Business Services

Eliza Beckett
 Graduating Senior at San Diego State University
 San Diego Bay Area | Marketing and Advertising

Current San Diego State University
 Previous LinkedIn, Chi Omega Fraternity, Impact Hub Bay Area
 Education San Diego State University

Send Eliza InMail

☆ <https://www.linkedin.com/in/becketteliza>

Posts

Published by Eliza

When LinkedIn Gives You Lemons

Ads You May Be Interested In

Mizzou We'll still change

Unsec

Profile Optimization Tips

Your LinkedIn profile is how future employers get a glimpse of your personality, skills and strengths. Get ahead of the career game with the following profile tips:



Your Photo: First Impressions Really Count

- A photo adds credibility and offers a first impression.
- A nice shirt will do just fine—no need for a suit and tie if that's not your style.
- Shoot in a bright location and upload a clear photo. Smile and be yourself!



Members with photos get
14x more profile views
on average.

Share



Your Headline: Get Aspirational

- This is your “slogan”—the one professional fact people should know.
- Your headline should describe what you’re doing now, and where you see yourself in the future.

Example: “Business major seeking marketing position” or “Engineering student excited about tech opportunities”



of hiring managers will decide whether to move forward with a candidate’s application based on their LinkedIn profile.

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Your Experience: Share Your Accomplishments

- Your description is one of the most relevant and important sections for viewers, where you can describe your skills and accomplishments in detail.
- Include internships, summer jobs, part-time gigs, and even unpaid work. Focus on skills learned, as opposed to tasks. For example, learning customer service skills as a cashier will be more important to employers than your ability to bag groceries.
- Bullet points are preferred over running text.



1/5 hiring managers

say they've hired someone because of their volunteer experience.

Share



Your Education: Pivot Into the Professional World

- Add your school, degree and major in your profile. It's common for companies to recruit from specific schools, so this piece is key.
- If you have relevant coursework and a strong GPA—add it to show what you've worked hard for.

Your skills, projects and summary are additional items to optimize. These pieces demonstrate to recruiters that you are truly a high-quality candidate.



Members with a school tagged in their profile get

10x more views
on average

Share



Your Skills: How They Find You

- Include a minimum of five skills, whether learned in class or from jobs.
- Skills help recruiters find you and discover where you shine.
- Include general and specific keywords, as well as both your hard and soft skills. For example, you may include, "Leadership" and "Microsoft Excel." If you include "Marketing," consider getting more specific with, "Email Marketing."



LinkedIn members with at least one skill tagged get

13x more profile views

Share

in

f

🐦

Your Projects: How They Assess Future Work Output

- Consider including class assignments, extracurricular output, or personal projects that demonstrate your future potential.
- Projects allow you to demonstrate how your classroom learning can apply to real-world challenges.



1/3 of hiring managers
are interested in seeing hobbies
and extracurricular interests.

Share



Your Summary: Tying It All Together

- Write a killer summary that ties your experience, personality and top skills together.
- Use your summary to describe your trajectory. Where will your skills, experience and future goals take you?
- Get creative—this is your biggest opportunity for showcasing your personality. Include hobbies, interests, and write in your own tone of voice.



of hiring managers report candidates do not describe their job roles with enough depth and detail on LinkedIn.

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See our profile checklist for more tips.

[Download Now](#)

Section
6Getting Started
With Networking

Advice from an Expert:
Jim Citrin

Relationship Building Strategies for Students

Take a few tips from CEO Recruiter Jim Citrin. He knows, more than nearly anyone, how important relationships and networking are to career development. Before embarking on your search, consider people you already know, and how they can help.

Break Out of Your Silo

Don't make the mistake of waiting until you need a job to start building your network. Building relationships and finding a job takes time. Break out of your comfort zone—and college silo—to lay this groundwork early on. Share your goals with friends, family and co-workers so they know how to help you.

Build Your Own Board of Advisors

Reap the benefits of your network by selecting a handful of people you trust and can lean on for straightforward advice. After selecting your "board," reach out with tailored questions. Consider utilizing LinkedIn's Alumni Tool to reach out and build your board of advisors.

Nurture Your Current Network

Deepening ties with past and present mentors and professors will increase the value of your network. Be sure to add these people as Connections, and send friendly LinkedIn messages every few months. Offer up your assistance, if it seems relevant. It might sound simple, but these small gestures will add up to future success.

Section
7Three Types of People
to Include in Your Circle

Networking isn't all about growing your list of contacts.

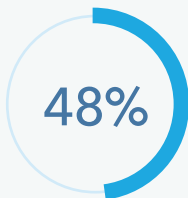
In fact, it is important to be selective as you make new connections. Getting advice and feedback from a hand-picked group of strategic advisors can truly tip the scales in your favor. Consider seeking feedback from the following three types of people within your network.

Connection #1: The Advocate

- Knows you on a personal level
- Acts as a trusted sounding board
- Likely a close friend or family member

Example question for The Advocate:

"How can my first few jobs line up with my personal values?"



of job seekers consider The Advocate the most helpful person in their job search.

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Connection #2: The Strategic "In"

- Well-connected individual
- Demonstrates willingness to make connections on your behalf
- Likely alumni, past internship advisor, or professor

Example question for The Strategic "In":

"I'm interested in learning more about company X. Would you be willing to connect me with someone who works there?"



of job seekers consider The Strategic "In" the most helpful person in their job search.

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twitter

Connection #3: The Subject Matter Expert

- Offers superior insight on a specific industry
- Can give an unbiased opinion
- Likely an alumni contact, professor, or family contact

Example question for The Subject Matter Expert:

"Where have professionals with my skills been most successful in your industry? Which skills should I focus on developing if I want to grow in this industry?"

**Section
8****Additional Resources**

Congratulations! Your career journey is now well underway. To take the next step, download Part 2 in our series. This second guide features job search tools, tactics, and preparation strategies.

Part 2: Job Searching[**Download Now**](#)

Ready to start applying? Then Part 3 is for you. This guide features real-world insights and interview tips to help you land a job.

Part 3: Interviewing[**Download Now**](#)