



The Student Job Hunting Handbook

Part 2

Job Searching for Students
and Recent Graduates

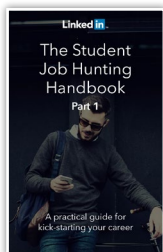


The Student Job Hunting Handbook

Part 2

Job Searching for Students and Recent Graduates

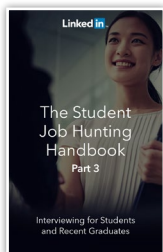
Before you begin the job search, you'll need to know where to look and which tools can help. Our second installment in the Student Job Hunting Handbook series will cover tips, tactics and strategies for job searching.



If you're just getting started, read Part 1 before continuing with Part 2. In Part 1, we discuss tactics and tools to jump-start your journey.

Part 1: Getting Started

[Download Now](#)



Are you ready to start interviewing? Consider downloading Part 3, which features real-world insights and interview tactics.

Part 3: Interviewing

[Download Now](#)

Part 2

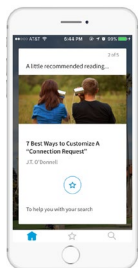
Table of Contents

| | |
|--|----|
| Section 1: How LinkedIn Can Help You Land Your First Job | 5 |
| Section 2: How LinkedIn's Alumni Tool Can Help | 8 |
| Section 3: Using LinkedIn to Develop and Strengthen Connections | 12 |
| Section 4: 3 LinkedIn Connection Request Templates | 14 |
| Section 5: Unlock the Hidden Power of the Informational Interview | 18 |
| Section 6: How LinkedIn Company Pages Can Help | 21 |
| Section 7: 4 Ways to Join Conversations Using LinkedIn Groups | 23 |
| Section 8: LinkedIn Member Success Story | 25 |
| Section 9: Additional Resources | 28 |

Section
1How LinkedIn Can Help—
Student Jobs App Intro

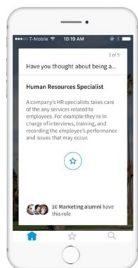
The LinkedIn students app can help you land your first job.

It's a good idea to begin exploring your options early on. The sooner you dive in, the faster you will feel in control of what's next. The new Students App can take the guesswork out of your job search. Here are some of the most helpful features:



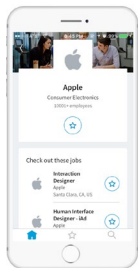
Hand-picked Articles

Custom content and stories chosen by other students to empower and prepare you.



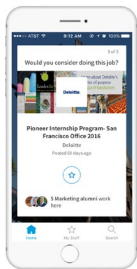
Role Suggestions

Role suggestions based on your school, major and profile to help you uncover unexpected opportunities.



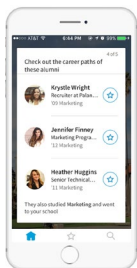
Company Recommendations

Ongoing suggestions for companies to watch that regularly hire students with your major and from your school.



Consider This Job

Job listings based on your profile.
Save your favorite jobs and apply
when you're ready.



Alumni Connect

A rotating cast of recent alumni with
majors similar to yours. View their
path and reach out for advice!

Android App

Download Now

iOS App

Download Now

Section 2

How LinkedIn's Alumni Tool Can Help



University at Buffalo
Buffalo/Niagara, New York Area

Add to board

Suggest

1,365 interested in attending

Home

Notables

Students & Alumni

Recommendations

LinkedIn for Education

135,041 results

Search this set

Attended

1900

to

2016

Change university

What they do

| | |
|------------------------|--------|
| Education | 12,319 |
| Engineering | 10,345 |
| Healthcare Services | 9,512 |
| Sales | 9,427 |
| Operations | 9,069 |
| Entrepreneurship | 7,051 |
| Research | 6,845 |
| Information Technology | 6,231 |
| Finance | 5,785 |

Where they work

| | |
|-------------------------------|-----|
| M&T Bank | 830 |
| Citi | 583 |
| Roswell Park Cancer Institute | 436 |
| Wegmans Food Markets | 369 |
| HSBC | 342 |
| Buffalo State College | 315 |
| First Niagara Bank | 300 |
| Moog Inc. | 298 |
| IBM | 295 |

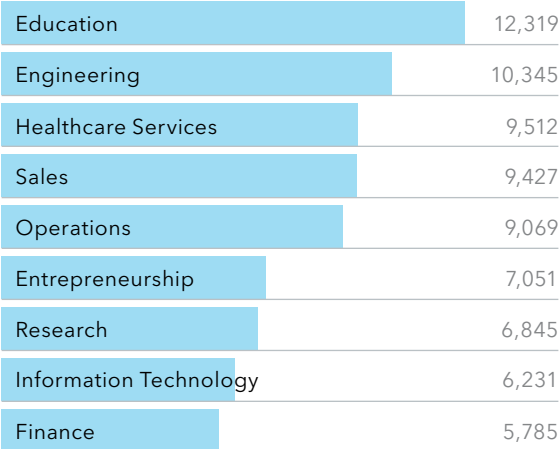
What they're skilled at

| | |
|------------------|--------|
| Microsoft Office | 26,613 |
| Customer Service | 21,295 |
| Microsoft Excel | 19,995 |
| Management | 19,969 |
| Public Speaking | 19,925 |
| Leadership | 19,540 |
| Research | 18,052 |
| Microsoft Word | 16,275 |
| PowerPoint | 295 |

The professional world can feel foreign among soon-to-be graduates.

If you're wondering where your degree could lead, LinkedIn's Alumni Tool—found on your University Page—can help you explore the possibilities. Here you will find useful alumni connections and discover companies that hire from your school. Here are a few ways to make the most of the Alumni Tool:

What they do



| | |
|------------------------|--------|
| Education | 12,319 |
| Engineering | 10,345 |
| Healthcare Services | 9,512 |
| Sales | 9,427 |
| Operations | 9,069 |
| Entrepreneurship | 7,051 |
| Research | 6,845 |
| Information Technology | 6,231 |
| Finance | 5,785 |

Discover Where Your Degree Can Take You

Using the Alumni Tool, you can find common career paths for students who graduated with your degree. Narrow results to find alumni in a specific location, company, or occupation. Then, get social by connecting with the most relevant professionals you find. They may be quite happy to help you along in your journey.

Where they work

| | |
|-------------------------------|-----|
| M&T Bank | 830 |
| Citi | 583 |
| Roswell Park Cancer Institute | 436 |
| Wegmans Food Markets | 369 |
| HSBC | 342 |
| Buffalo State College | 315 |
| First Niagara Bank | 300 |
| Moog Inc. | 298 |
| IBM | 295 |

Target Companies

Companies tend to hire graduates from specific schools. The Alumni Tool displays the top 25 employers for your school based on where alumni work. Starting your search with these organizations will put you well on your way.

What they're skilled at

| | |
|------------------|--------|
| Microsoft Office | 26,613 |
| Customer Service | 21,295 |
| Microsoft Excel | 19,995 |
| Management | 19,969 |
| Public Speaking | 19,925 |
| Leadership | 19,540 |
| Research | 18,052 |
| Microsoft Word | 16,275 |
| PowerPoint | 295 |

Identify the Skills You Need

The Alumni Tool surfaces professionals with your degree and background. Take stock of their skills, using this as a starting point for goal-setting and skill-mapping. Consider reaching out to ask a few questions about how they learned the ropes after college.

[Find My University Page](#)

Section
3

Using LinkedIn to Develop and Strengthen Weak Connections

**Advice from an Expert:**
Jim Citrin, CEO Recruiter

Just say “networking” and you will see many young professionals break out in a cold sweat. Relax. There’s no need for faking it. It’s all about building organic and lasting relationships. Whether you realize it or not, you already have plenty of contacts you can add to your LinkedIn network. As you embark on a new career path, consider the following tactics for building your LinkedIn connections:

Connect with Friends

Whether you met in biology class or at a student event, the peers you interact with in college are perfect candidates for growing your network. You never know where they'll end up.

Prioritize Super-Connectors

It's not just about who you know. Who your connections know matters too. That's why you should connect on LinkedIn with peers with the largest networks. These relationship builders can give you a head start in your job search.

Learn From Groups

Join relevant LinkedIn Groups where you can learn from like-minded professionals. Keep in mind, you can direct message group members. One more way to widen your network!

[Learn More about Groups](#)

Section
4

3 LinkedIn Connection Request Templates



Most LinkedIn members are open to connection requests.

Although you'll need a good reason for connecting in the first place, which your custom connection message should demonstrate. The following are the top connection types and templates for starting off on the right foot:

1 Someone You've Never Met

Whether a professional from a LinkedIn Group, someone you admire, recruiter, or alumni, finding common ground should be your primary goal. Get their attention and quickly validate yourself. Consider using the following template:

Dear (insert name),

I have been reading your blog for six months and really appreciate the insights you share. I even quoted your most recent piece in my capstone thesis paper.

I would love to spend twenty minutes hearing how you got started and get some feedback about skills I could develop. Please let me know if you would be willing to chat.

Thank you,

–(Insert name)

2 Someone from Your Past

Even if you worked together previously, this contact might not remember you right away. Therefore, stress the capacity in which you worked together. Consider using the following template:

Dear (insert name)

I enjoyed working with you at (insert company) from 2009-2010. In fact, I still use some of the Excel workarounds you taught me!

If you are free sometime in the next month, I would love to catch up and hear more about your role at (insert company).

Best,

–(Insert your name)

3 Someone You Know

Even close acquaintances appreciate positive vibes. When connecting with current colleagues, compliment them on recent projects, interests, or strengths. Consider the following template:

Hi (insert name),

I'm excited to be working with you in the (insert company division). I have heard nothing but glowing reviews of your leadership so far.

I'm excited to pitch in and help out in any way I can!

Best,

–(Insert your name)

Section
5

Building Relationships through Informational Interviews



Networking is truly just an extension of your social life.

It's about building organic relationships rooted in professional respect. Informational interviews are a great way to capitalize on these relationships, build conversational skills and learn more about companies. Here are some ways to rock your informational interviews.

Don't Ask for a Job

Once you're face-to-face with the interviewer, you may be tempted to go for gold. Instead, plant seeds and gather intel. Approach it with a humble attitude, seeking specific career advice.

Take the Lead

In a job interview, you're typically answering all the questions. An informational interview is your opportunity to ask questions. Conduct research beforehand on the company and your interviewers via LinkedIn profiles and the company's LinkedIn company page. Be sure to prepare questions in advance.

Listen Actively

Listening is half of communication. Respond both verbally by asking follow up questions and non-verbally by maintaining eye contact. This conveys listening skills and builds rapport.

Leave the Door Open

At the end of the interview, ask if there are other company contacts who could also help. Additionally, they may know about companies who are hiring. Ask for permission to stay in touch. Finally, be sure to follow up with a thank you note, no later than 3 days later.

*“Do your homework!
Prepare relevant questions
for your interview. This is a
chance to learn everything
about the company!”*

– Jim Citrin, CEO Recruiter



Section
6How LinkedIn Can Help—
Company Pages**LinkedIn**

Internet

5001-10,000 employees

Home

Careers



Company pages can help you prepare for an interview.

Company research is a crucial step before each interview. With over 3 million companies already on LinkedIn, Company Pages are the perfect place to learn about a company's operations, current news, employees and more. Here are 4 ways LinkedIn Company Page can help:

1 Discover Top-of-Mind Topics

Most company pages contain a feed of recent articles and announcements. Take a hard look at the news they share. This will reveal company initiatives and topics. For an easy way to stay up-to-speed during your search, simply follow your target companies on LinkedIn.

2 Uncover Connections

The “How You’re Connected” tool shows who you might know at a company. If you’re not connected directly, looking at the 2nd degree connections will show which of your 1st degree connections can make an introduction. Reach out to current employees to learn about the company’s culture.

3 Align on Culture and Values

Most Company Pages contain a mission statement of some kind. Seek to uncover where your values align with a prospective employer. You’ll have a much better answer when the hiring manager asks, “Why do you want to work for us?”

4 Find Similar Companies

Each company page will have a “People Also Viewed” section. This is a great tool for finding companies you hadn’t yet considered.

[View LinkedIn’s Company Page](#)

Section 7

4 Ways to Join Conversations Using LinkedIn Groups

The screenshot shows the LinkedIn interface with a search for "creative professionals". The results are categorized under "Your groups related to 'design thinking'".

DesignersTalk: Creative Professionals
2,105 members • 4 new discussions

Discover new groups based on "design thinking"

Getting started in your Design career
2,105 members • 4 connections

This is a group for User Experience Design professionals to expand our network of people and ideas. This group serves as a common platform, which brings all User Experience Professionals, Information Architect, Graphic designers, User...

You know 15 members [Preview](#) [Request to join](#)

Interaction Design Association
2,105 members • 4 connections

Welcome to the Interaction Design Association (IXDA) LinkedIn group. IXDA is the first global professional organization devoted exclusively to the needs of interaction design practitioners and the growing discipline of interaction design. We invite ...

LinkedIn Groups can expand your connections beyond friends and fellow alumni.

You can meet professionals who share your career interests and gain insider knowledge from leading industry voices. Here are four ways to use LinkedIn Groups:

1 Listen and Learn

Groups allow professionals to listen in and collect insights for future interviews. Best of all, you can find conversations taking place between professionals with your dream job—and those in charge of *hiring* for your dream job.

2 Demonstrate Your Knowledge

Groups are a good place to start building your professional reputation. Take the first step by sharing relevant articles or commenting on a topic. Your voice can be just as informative as any other professional.

3 Grow Your Network

Groups allow members to see the full profile of anyone else in the same group. It's a great way to learn the lingo and connect with new professionals. Start with groups for students or the alumni of your college.

4 Insider Tips

- Recruiters and HR staff regularly post jobs in groups, often exclusively. Keep an eye on your groups to get the first crack at the best opportunities.
- View senior professionals profiles to see what groups they participate in.

[Get Started with LinkedIn Groups](#)

Section
8LinkedIn Member
Success Story

Advice from an Expert: Rutha Nuguse

Building Relationships Early and Often Using LinkedIn

After reading that strong, professional relationships would be her ticket to a good job, Rutha started planning her path to career success as a senior in high school. After several internships, Rutha landed a full-time job as a Software Validation Engineer at Intel. Below, Rutha shares her favorite LinkedIn features and how they helped her advance her career faster:

Starting with a Complete and Compelling Profile

Rutha started by uploading a profile photo, filling out her work experience, listing her accomplishments and sharing awards. Finally, she validated her experience by getting recommendations from teachers and former employers. "Recommendations were key," Rutha told us. "They demonstrated that my experience, skills and languages were totally legitimate."

Building Influence with LinkedIn Groups

Rutha quickly learned she could make an impact by joining relevant conversations via LinkedIn Groups. "I used [LinkedIn Groups] to stay current and jump in on industry conversations," Rutha reported. "I got more profile views and my connections went way up."

Leveraging the LinkedIn App at Events

Finally, Rutha built relationships fast by using the LinkedIn app at networking events. "I used the app as a business card," Rutha said. "I would go to events and add people right when I met them." At one event, Rutha met an Intel employee. She struck up a conversation, connected on LinkedIn, then followed up afterwards with her resume. She was hired a month later.

“Get involved, update your profile and stay connected with everyone. 90% of people at events have LinkedIn, so I always add them right away using the mobile app.”

– Rutha Nuguse



Section
9

Additional Resources



Nice work! Finishing this guide puts you one step closer to your dream job. Ready to start interviewing for jobs? Then Part 3 is for you. In our final Job Hunting Handbook, we discuss real-world insights, interview tips and networking tactics for getting the job.

Part 3: Interviewing[Download Now](#)

If you're just getting started with your search, consider downloading the first guide in our series.

Part 1: Getting Started[Download Now](#)