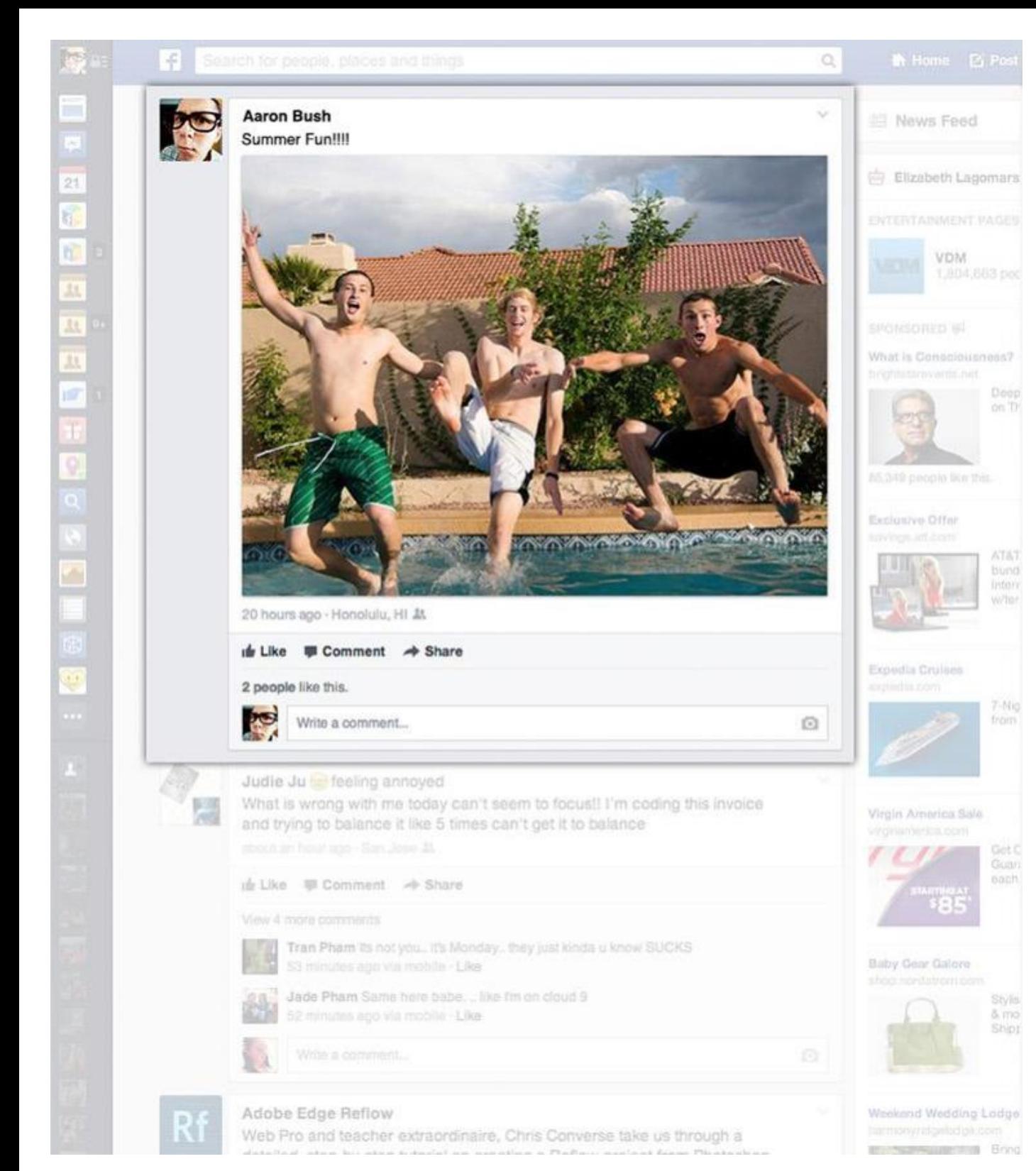


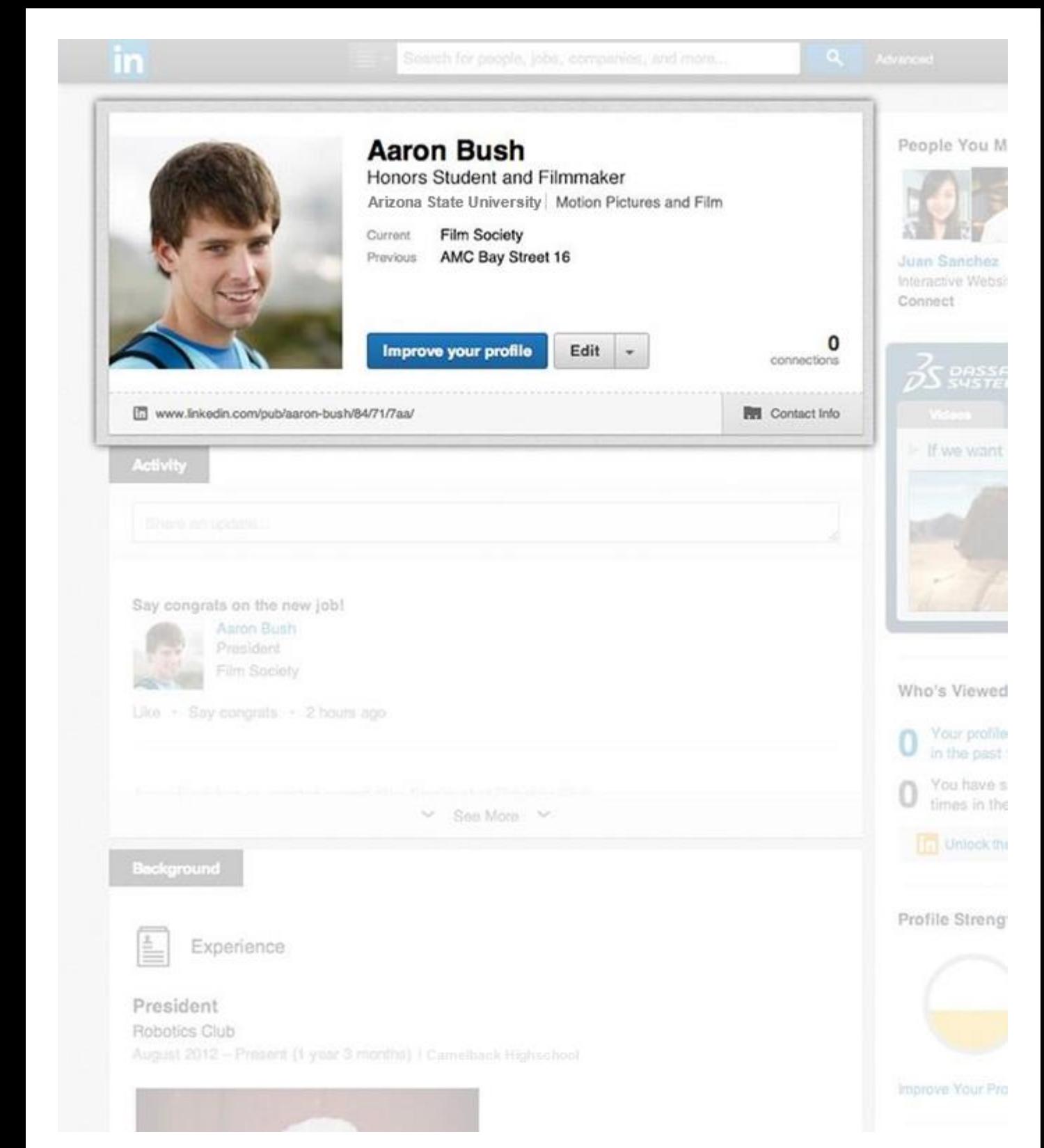
LinkedIn: Profile Review

ASU[®] Career and Professional
Development Services
Arizona State University

LinkedIn is a great way to jump-start our career!



While other social networks are used in your personal life



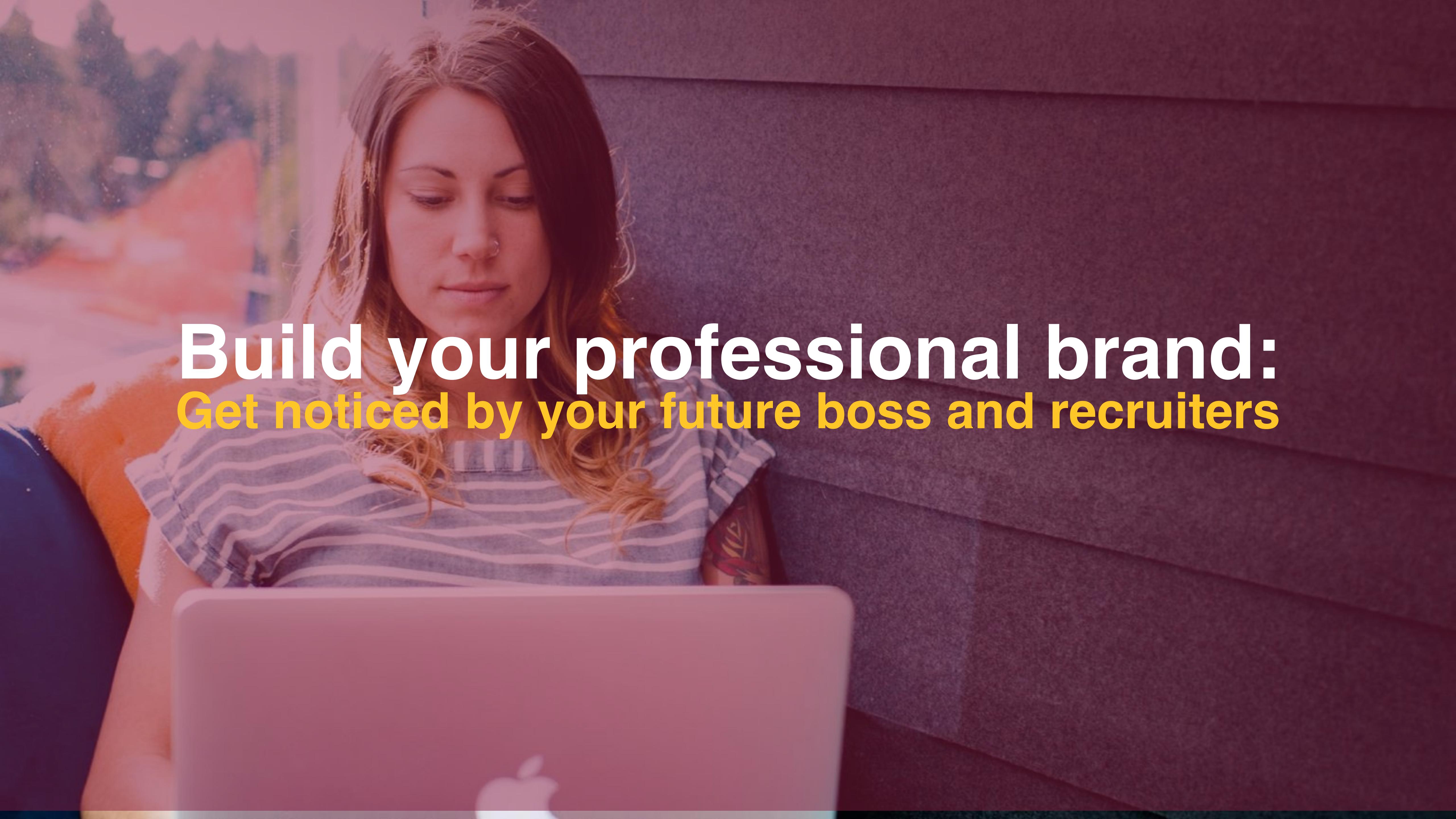
LinkedIn is a social network designed for the purpose of your professional life

You can launch your career using LinkedIn

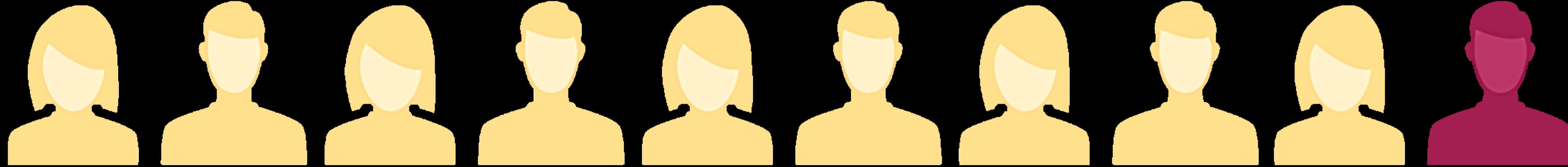


Build your brand

Get hired



**Build your professional brand:
Get noticed by your future boss and recruiters**



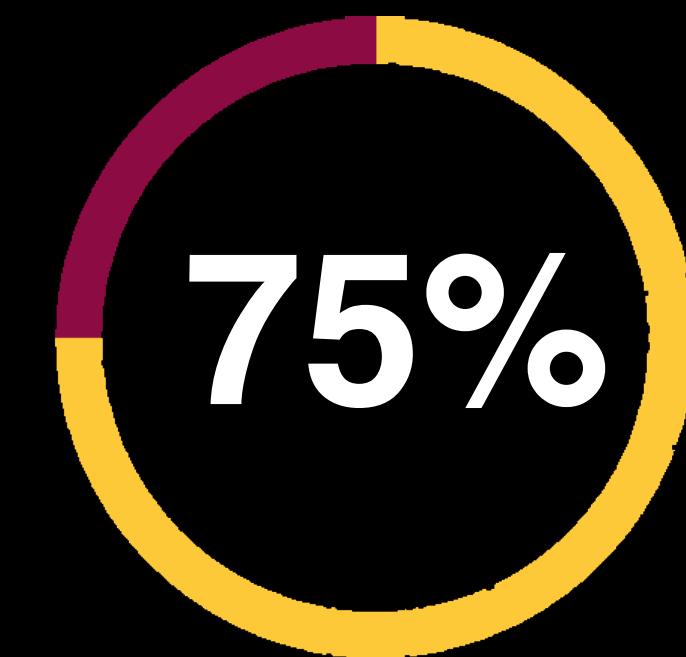
9 out of 10

Company recruiters use LinkedIn
and so should you...

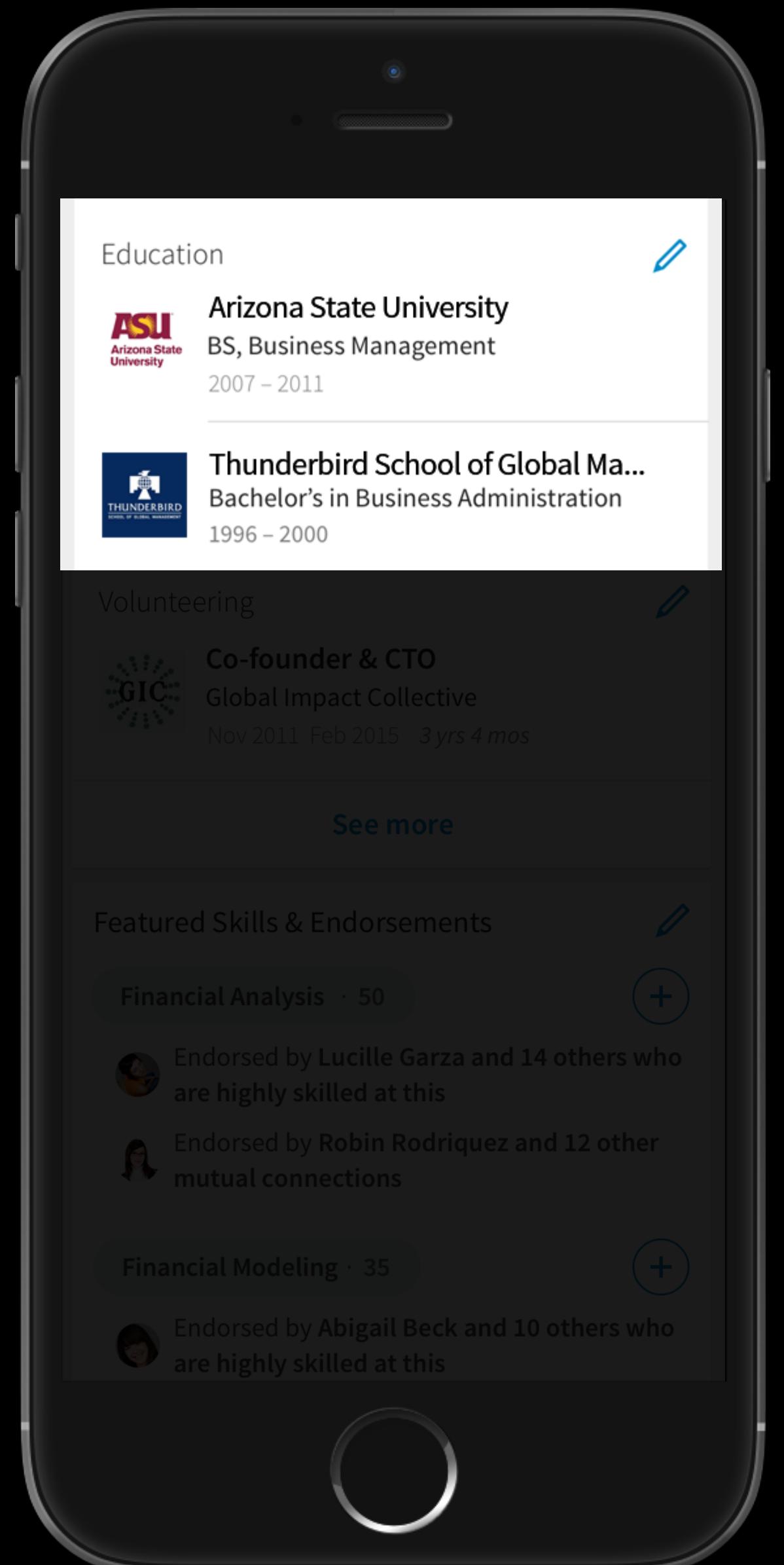
Here's how you can get recruiters' attention:

5 must-have profile sections

1. Education
2. Photo
3. Experience
4. Volunteer experience
5. Skills



of hiring managers look at profiles to learn about candidate



1

Education: the foundation of your career

10X

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

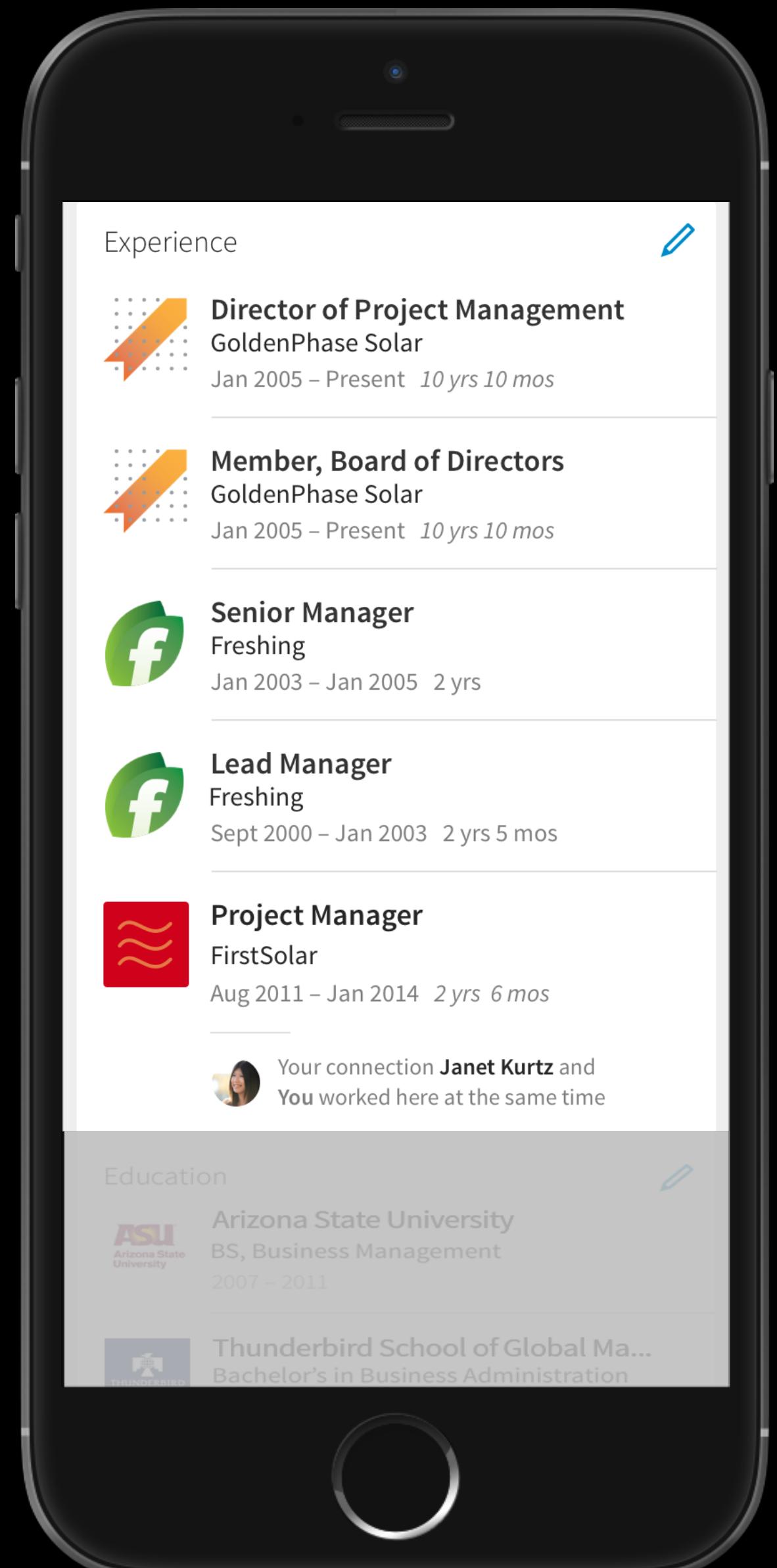
21X

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



3

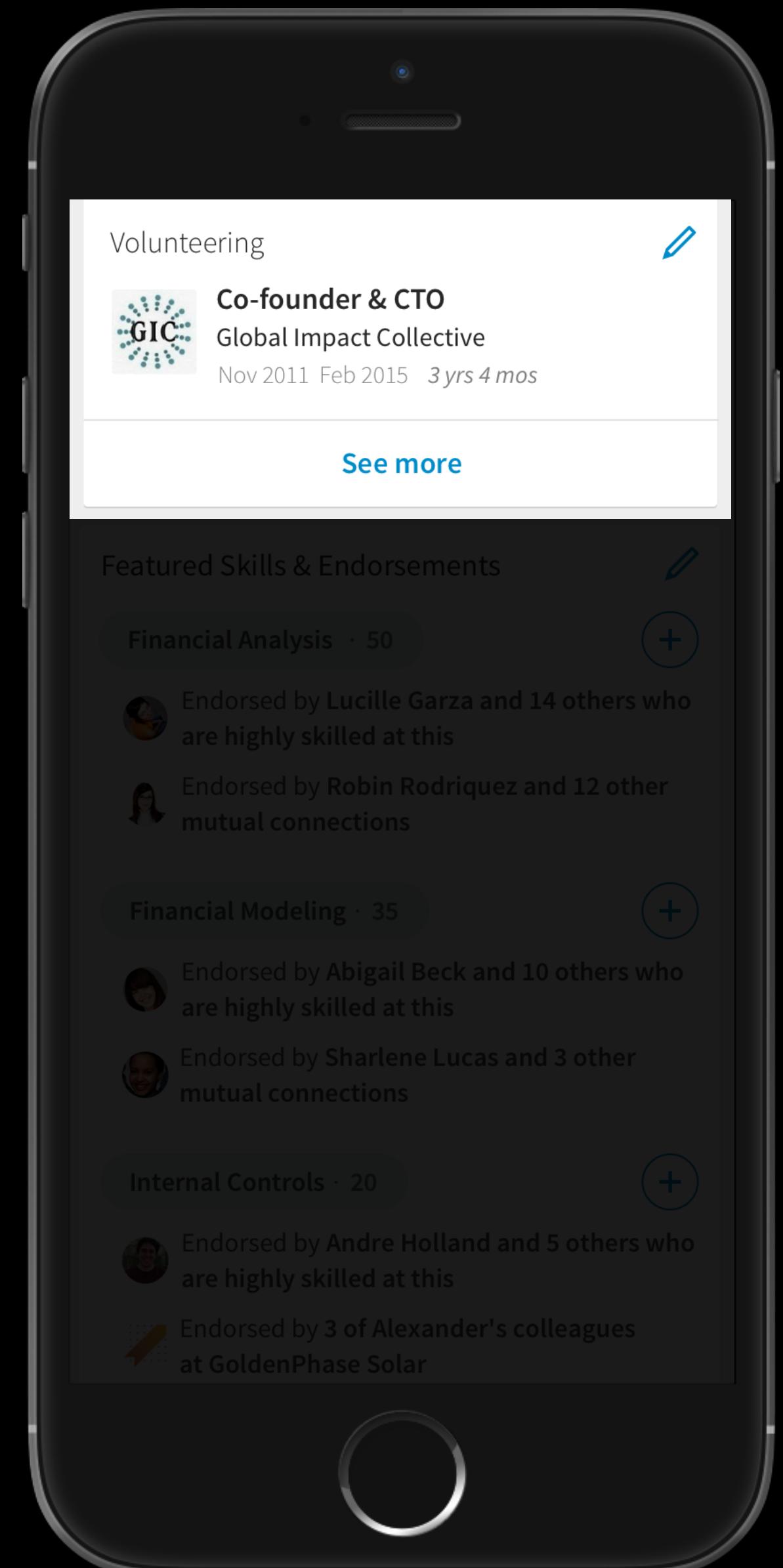
Experience: show what you've achieved

36X

Profiles with two or more positions are up to 36X more likely to be found by recruiters

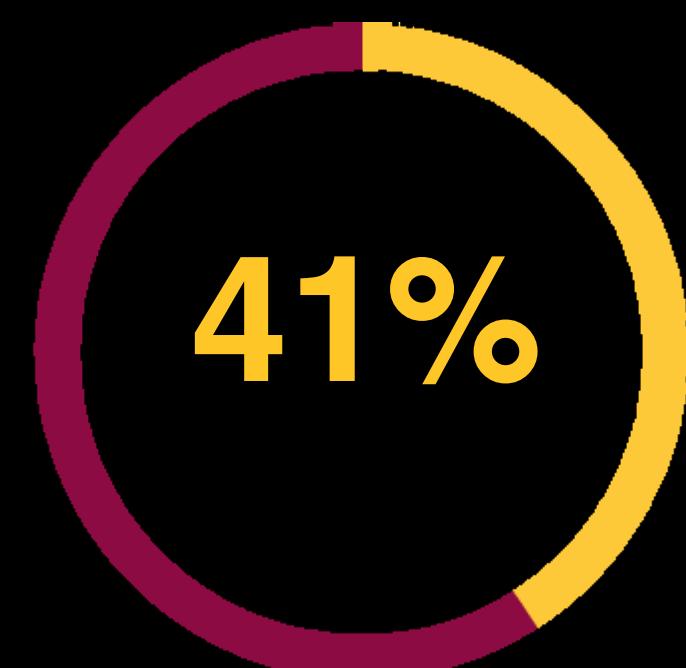
List internships, summer jobs, and part-time jobs

Bonus: describe what you accomplished

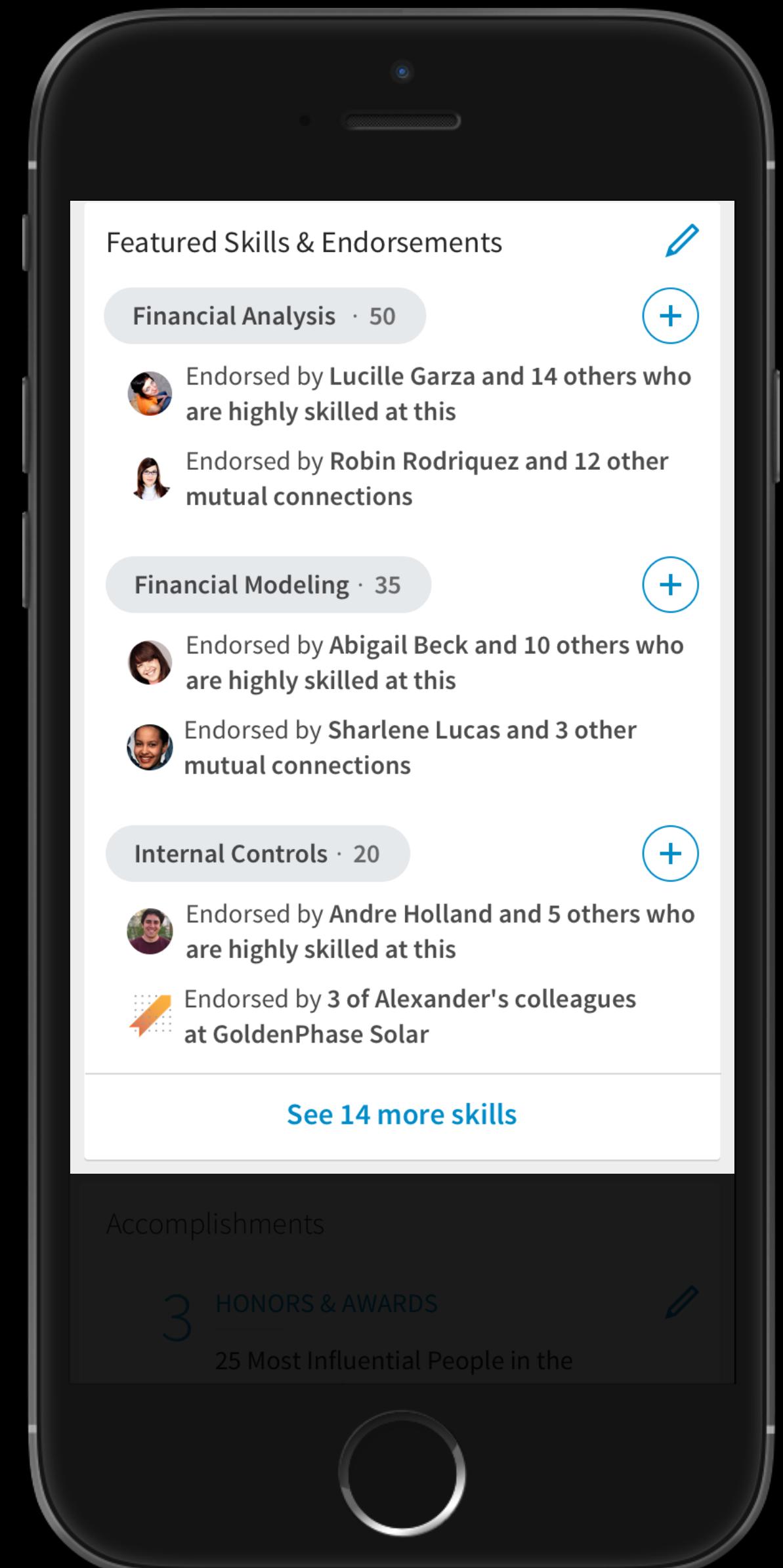


4

Volunteer Experience: it counts so include it!



of hiring managers
consider volunteer
experience **equally as**
valuable as paid work
experience



5

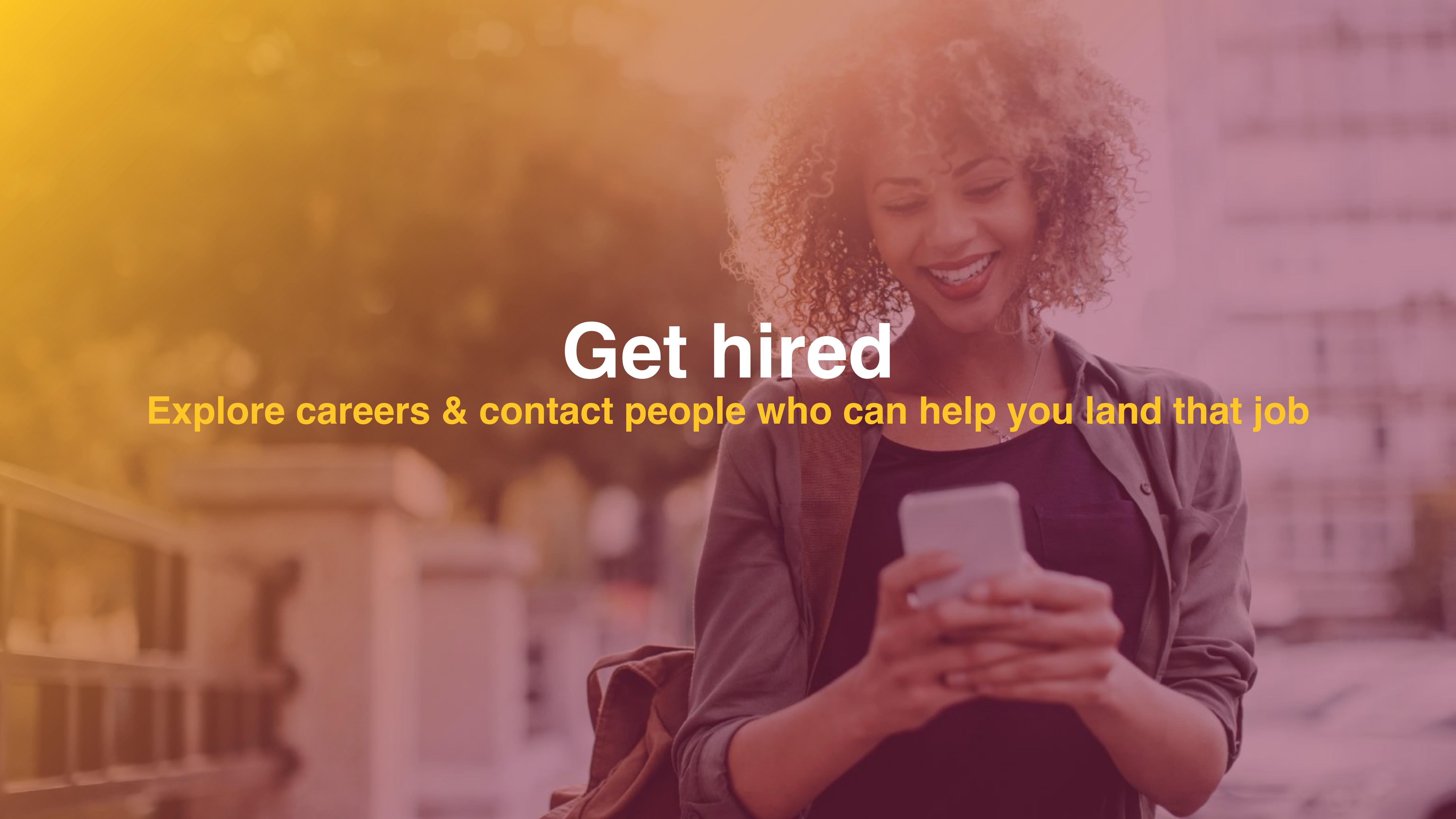
Skills: raise your ranking in recruiter searches

5+

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

A woman with curly hair is smiling and looking at her phone. The background is blurred, showing an outdoor setting with warm colors.

Get hired

Explore careers & contact people who can help you land that job

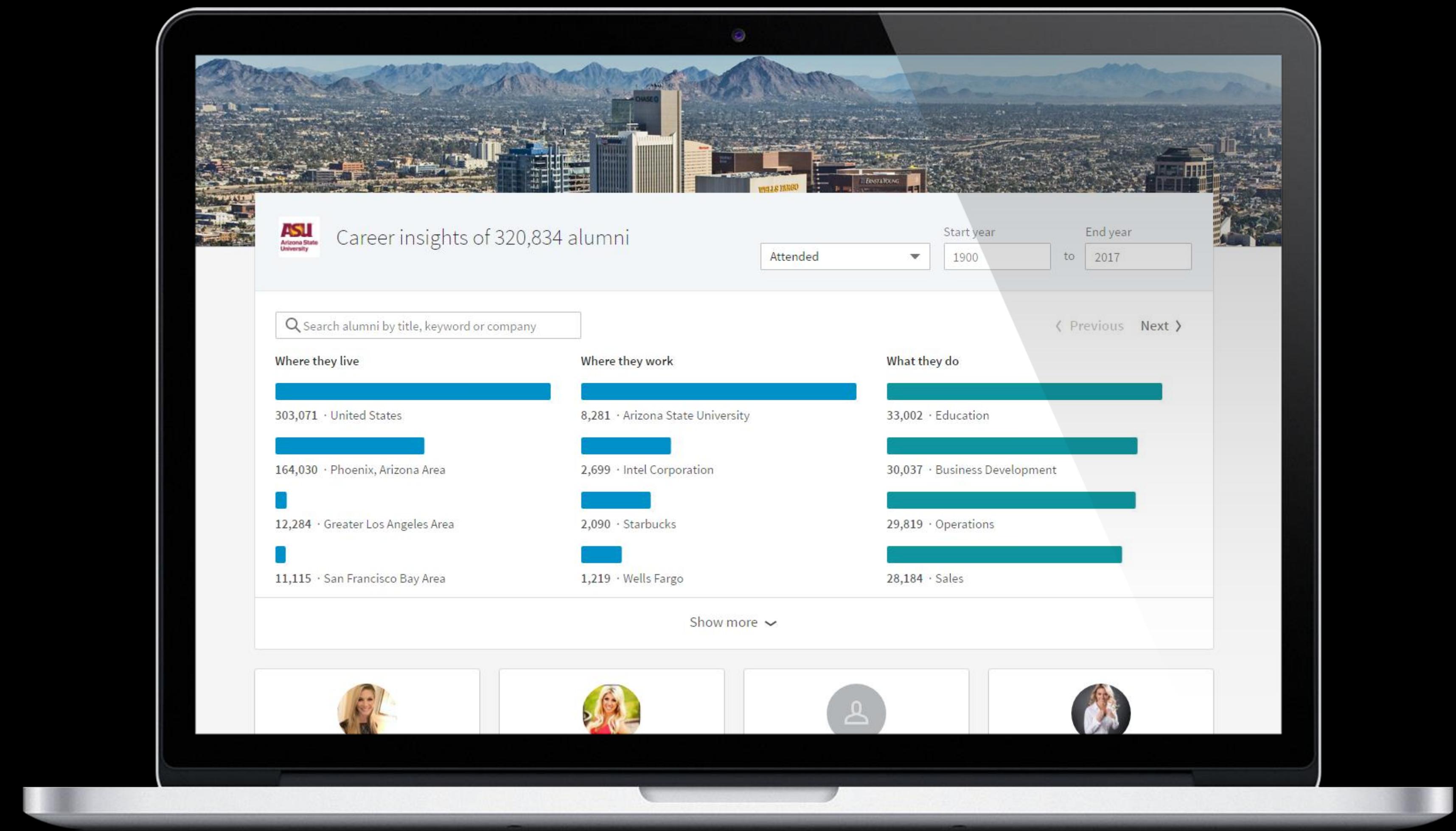
Your to-do list is overwhelming

- ✓ 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

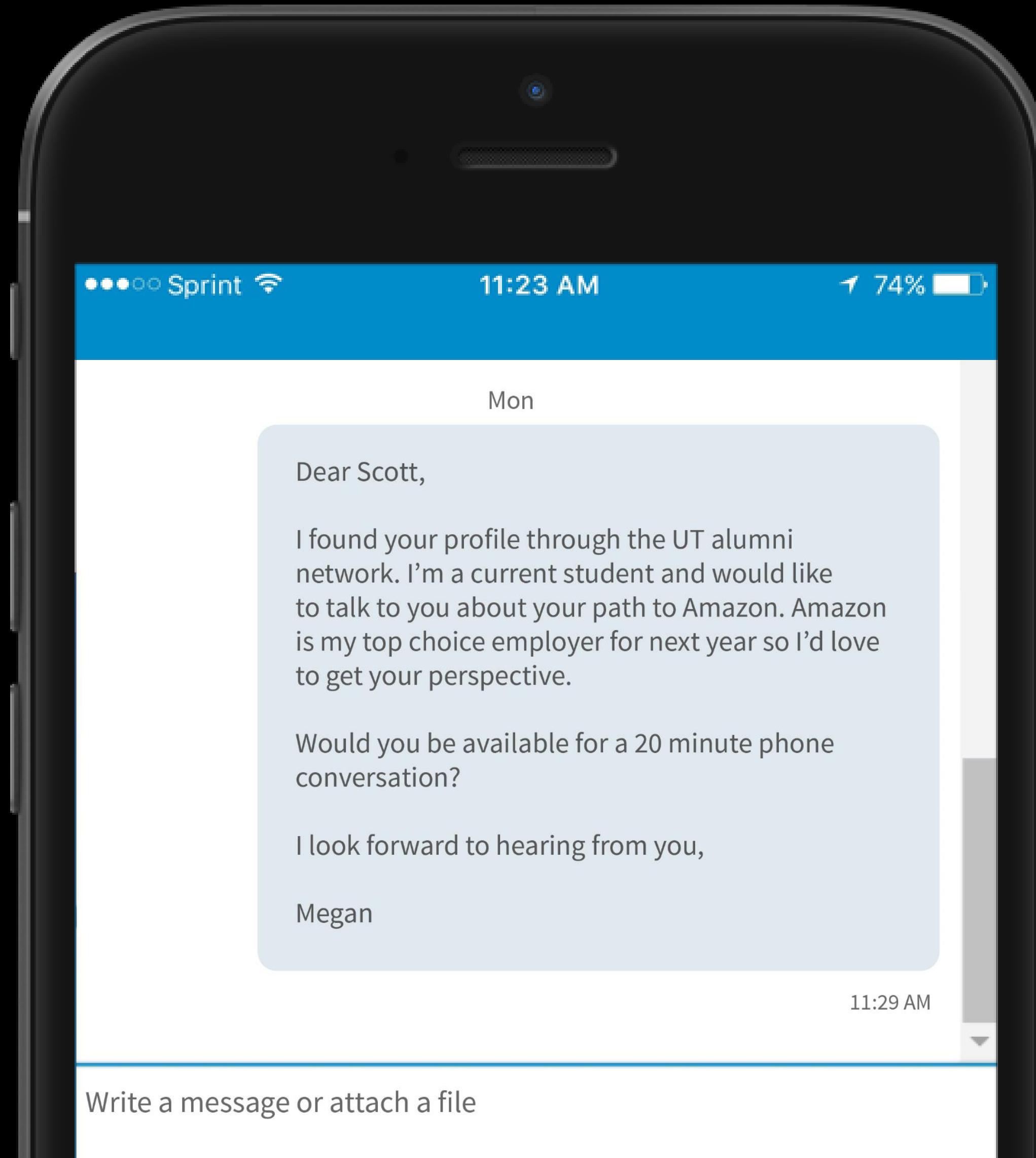
Connect with the people you know!



Start with friends, family, classmates, mentors, teachers and professors

Personalize your invitation so people remember who you are

Tap your connections and alumni for help



Why?

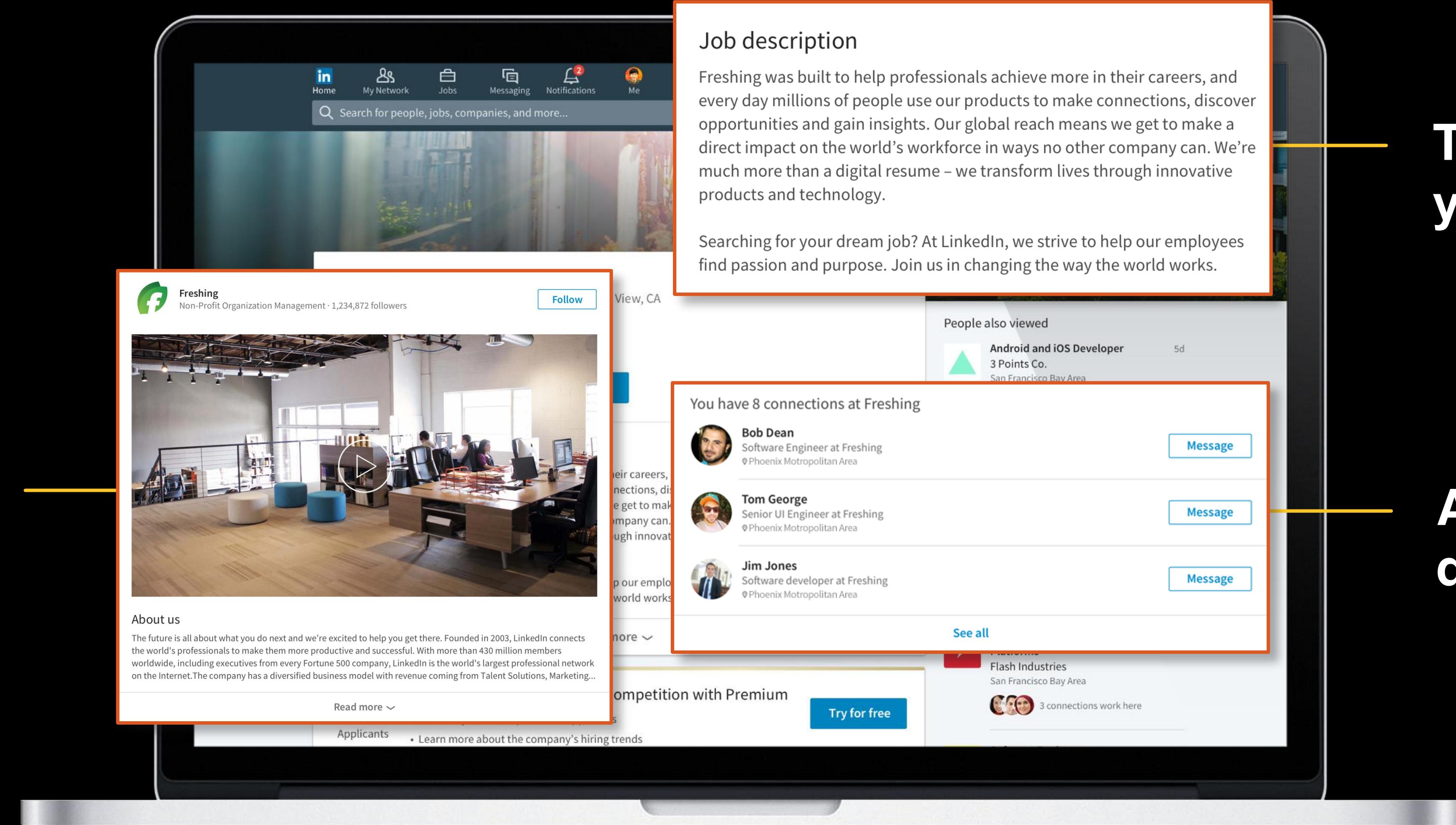
- ✓ They work in the jobs or companies that interest you most
- ✓ They can connect you with someone else who does

What to say?

- ✓ Who you are
- ✓ How you came across their profile
- ✓ How they can help you

Learn what's out there: Browsing job descriptions

Company culture



The work
you'll be doing

A foot in the
door

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



The sooner you start...

... the further you'll go!