



LinkedIn for students

Learn how LinkedIn can help you with your professional future.





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Your benefits with LinkedIn:



You use your **profile** to present yourself in a professional manner so that potential future employers can find you.



We give you various tools and tips to help you with your **job search**, and we also aid you in the application process.



Build up your **network** for your professional future – each contact you make may be of help at some time or other.



Your **news feed** will keep you informed on topics that interest you.

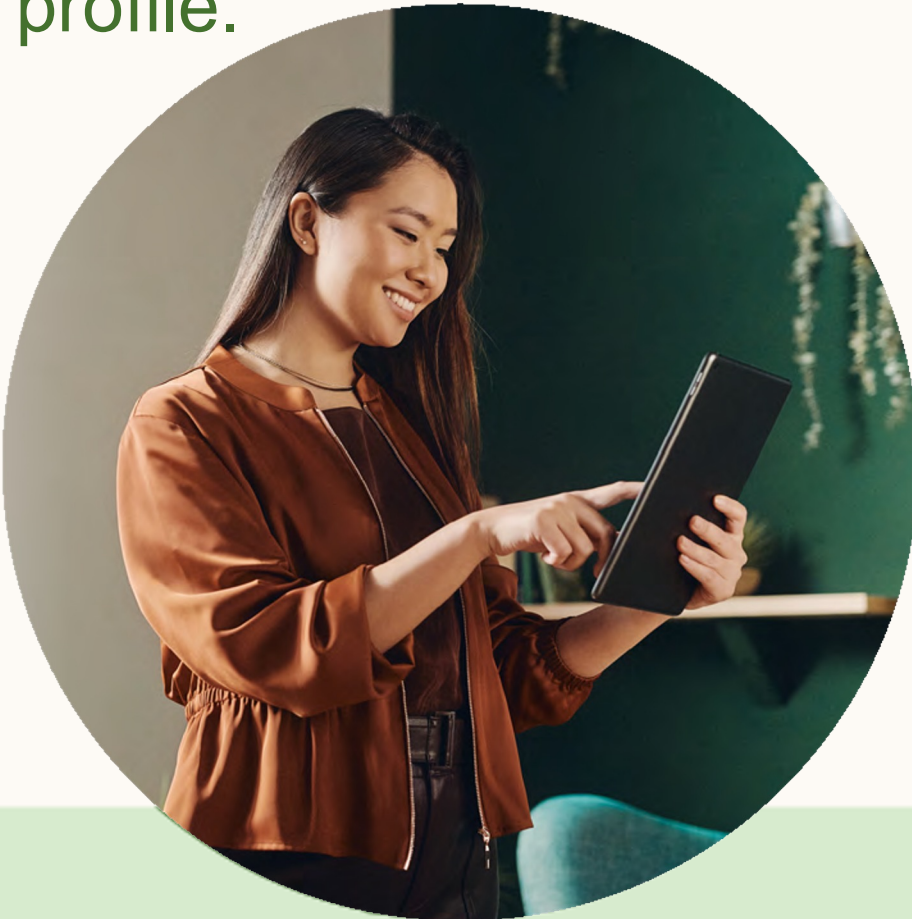


We offer over 16,700 **e-learning courses*** where you can learn, for example, networking and presentation skills or technical skills such as Excel or Python.

Start now and download
the LinkedIn app.



Your career success begins with your profile.

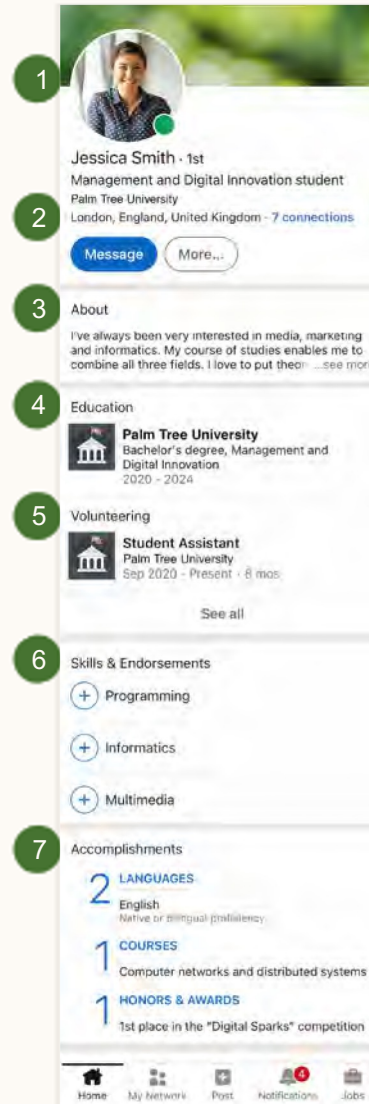


1 Why do you need a profile?

- ✓ Recruiters and hiring managers will be able to find you.
- ✓ You'll be able to network with friends, fellow students, and established professionals.

Tips for setting up a profile

- 1 An authentic profile picture will help you build trust and credibility.
- 2 Specify your location so that recruiters and employers can inform you about relevant jobs.
- 3 Describe what you do and what your strengths are. This will help people who view your profile get a clearer impression of you.
- 4 Specify what you have studied – this can get you up to eleven times more profile views. And specify your job experience including internships and part-time jobs.
- 5 Do you do any volunteer work? Then put that in your profile, too. It will leave a good impression.
- 6 List your skills to show your strengths. You can then be endorsed by your contacts - this will lend your profile more credibility.
- 7 List the languages you speak, and any qualifications and awards you have received. This will make your profile stand out even more.





Your network will help you forge your future.



i Why is a network important?

- ✓ Each contact you make has the potential to **help you**.
- ✓ You can get **recommendations** for a job or an internship.
- ✓ You can also get **advice for your studies** and receive suggestions for other contacts that may be helpful.

The first steps to your network

Network with friends and family members



Receive suggestions for new contacts



Follow your university and network with alumni

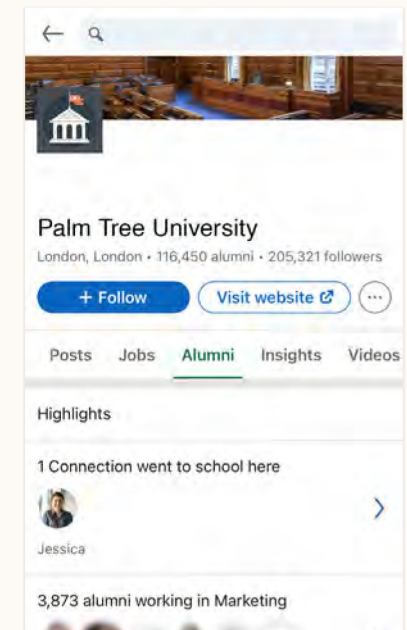


Follow interesting people and network with them

Find alumni and mentors for your studies

On your university's LinkedIn page you will find an "Alumni" section, which can offer you many benefits:

- ✓ Learn about the fields alumni are working in.
- ✓ **Contact alumni** to find out more about their fields and its career opportunities.
- ✓ Write to alumni to **find mentors** for your studies and professional development.
- ✓ Alumni can help you search for **internships and jobs**.
- ✓ After all, you do already have one thing in common – your university.



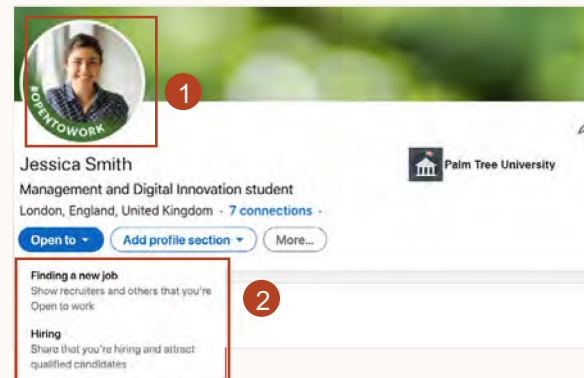
Don't get just any job, get your job.



Why is a structured job search useful?

- ✓ Keep an eye on which jobs are really relevant to you.
- ✓ Your profile settings are used to find jobs that are right for you.
- ✓ New jobs are posted every day, so get notifications.

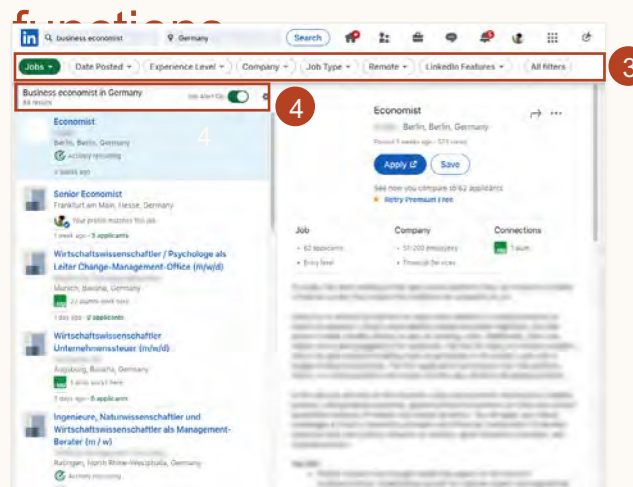
Profile settings for job searches



Show that you're looking for a job and receive job opportunities.

- 1 The optional **#OPENTOWORK** badge shows that you're open to job opportunities.
- 2 Activate **Open to work** so that recruiters can find you, and your current boss will not find out.

Job search



Use the job search function to find many interesting vacancies.

- 3 The extensive **filter functions** simplify your job search.
- 4 Activate **job notifications** to be sent job opportunities via email.

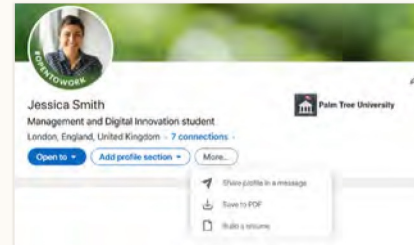
Tips for your application and your job interview.



Why is good preparation important?

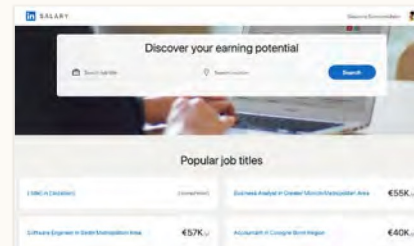
- ✓ A good application will help you get a job interview.
- ✓ Know your own worth and everything about your preferred company.
- ✓ Be well prepared to ace your job interviews.

Use our tools for optimum preparation



Your CV

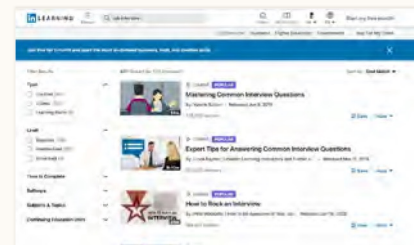
Update your profile regularly so that you can download your CV as a PDF file directly from your profile.



Salary comparison

To prepare well, use LinkedIn's Salary tool to find out salaries in your sector and location.

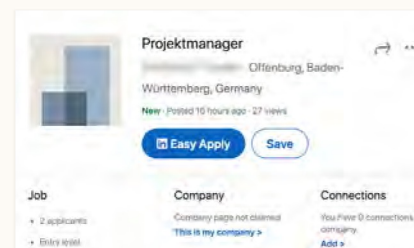
[To LinkedIn Salary](#)



E-learning courses

Use our courses to prepare for job interviews or to gain new skills.

[More information about LinkedIn Learning](#)



“Easy Apply” button

The “Easy Apply” button will directly submit your application! Upload your CV or apply directly using your LinkedIn profile.

Stay up to date with LinkedIn.



How can your news help you?

- ✓ Stay up to date on current topics.
- ✓ Impress with **bright new ideas** that you have read about in your news.
- ✓ Miss none of the **news** from your contacts.

This is how you set up your own News feed

Your contacts:

Network with people or follow people who interest you in order to see their posts.

Join groups:

Are you looking for a like-minded community? Join groups or create one.



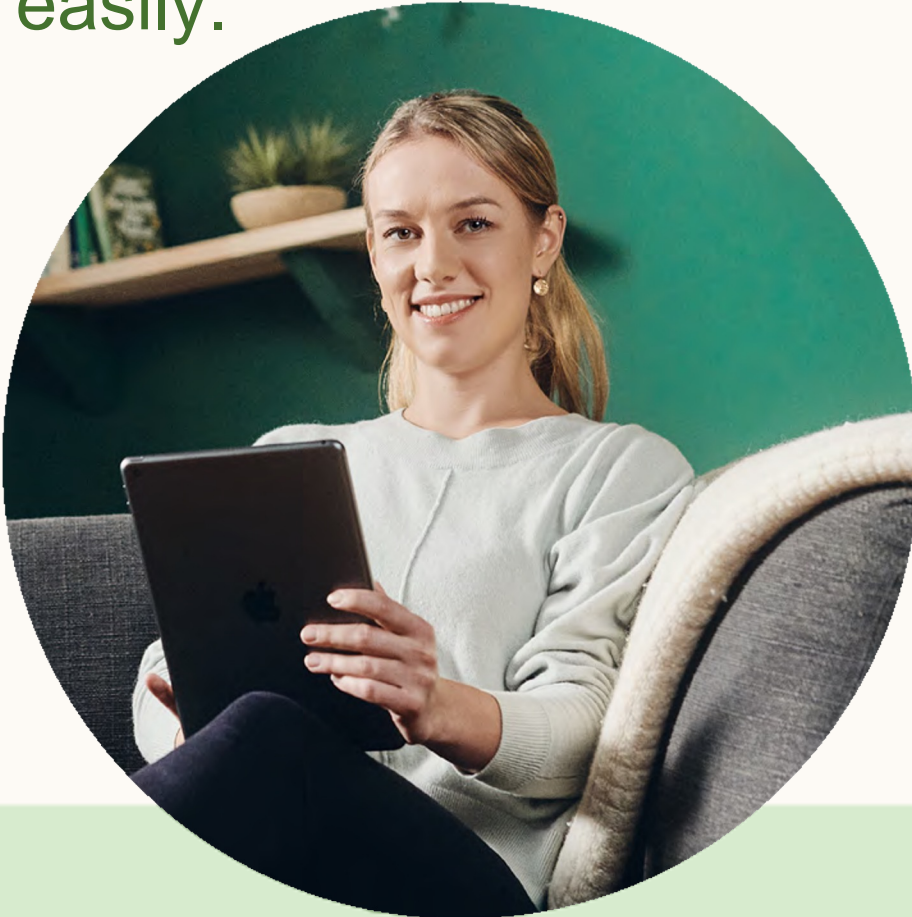
Follow hashtags:

If a specific topic is of interest to you, simply follow the relevant hashtag.

Take part in events:

Network with like-minded members. Take part in events or organise one yourself.

LinkedIn Learning upgrade your education easily.



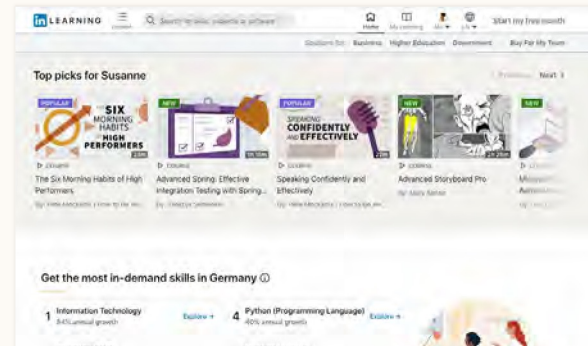
Why is learning so important?

- ✓ Things change quickly and that's why it's vital you stay on the ball.
- ✓ Along with training and job experience, skills are important to future employers.
- ✓ Upgrade your personal skill set.

Learn exactly what you need right now



LinkedIn Learning is an e-learning platform. You can access it both online and offline via any device. So you can study whenever you want, however you want and at a speed that suits you. Whether it's a 5-minute video or a complete course: LinkedIn Learning will have the right content for you.



Courses

The courses encompass various topics from the fields of business, technology and creativity, and are taught by industry experts. You can choose from over 16,700 courses in seven different languages.

Show your newfound knowledge

- ✓ On completion of each course you will receive a certificate, which you can then add to your application documents.
- ✓ Add your newly acquired skills directly to your LinkedIn profile.





In a nutshell:



Your profile

Your profile is your digital business card with a virtual CV for the job market. A profile will increase your chances of getting relevant job opportunities.

LinkedIn for students

[To the video](#)

How to get the most out of LinkedIn

[To the video](#)



Your network

Your professional network allows you to connect with others and deepen your knowledge. Make new contacts with fellow students and cultivate your relationships with old contacts.

Four tips to network on LinkedIn.

[Find out more](#)

Learn how to network professionally

[To the course](#)



Job search

Get the most out of your job search. Use all of LinkedIn's functions to find the job that's right for you.

Your job-search guide

[PDF download](#)

Business Leadership Programme

[Find out more](#)



Your applications

Only good applications can lead to job interviews. LinkedIn offers you tips for good applications and for job interviews.

Tips how to prepare for your next job interview.

[To the tips](#)

Career tips from some of the biggest names in business.

[Find out more](#)



Your news

LinkedIn will keep you informed. Local events, industry news and current, debated topics – get the information that's relevant to you.

News overview from LinkedIn News

[To the News feed](#)

A newsletter focused on helping you land your next job.

[Subscribe](#)



LinkedIn Learning

Upgrade your education with courses in the fields of business, technology and creativity. Study whenever you want, however you want and at a speed that suits you.

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Have fun with
LinkedIn.

