



LinkedIn for students

Learn how LinkedIn can help you with your professional future.





Contents:

03 Why LinkedIn?

04 Profile

05 Network

06 Job search

07 Applying

08 News

09 E-learning

10 At a glance



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.



Helpful videos

LinkedIn for students

Learn how to use LinkedIn in your day-to-day life.

To the video

Rock your profile

Find useful tips and tricks to easily set up a great LinkedIn profile.

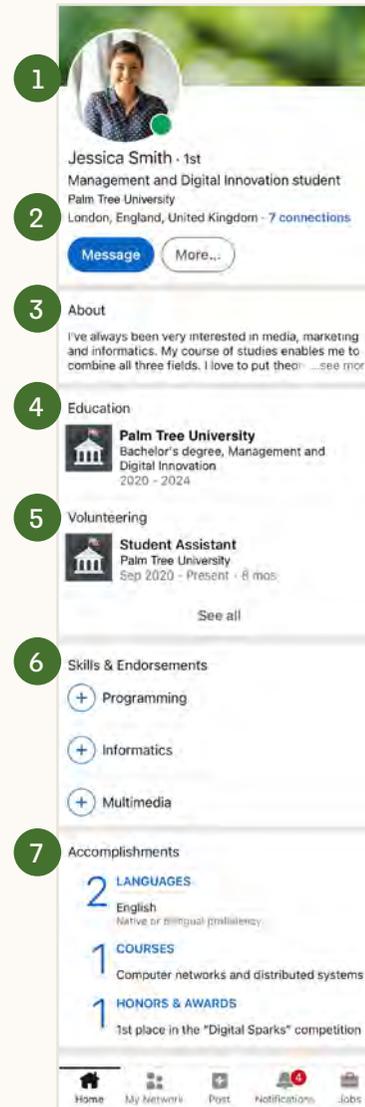
To the video

i 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.



Tips & tricks for building your network

Set up and expand your network

Check out this article with four tips to network on LinkedIn.

[Find out more](#)

Professional networking

Learn how to network well and establish useful contacts.

[To the course](#)

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



Follow your university and network with alumni



Receive suggestions for new contacts



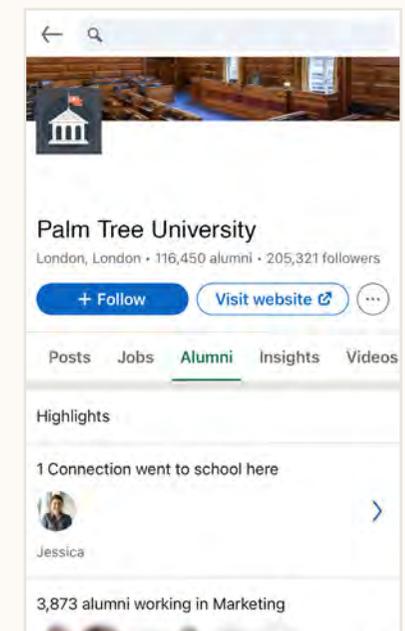
Follow interesting people and network with them



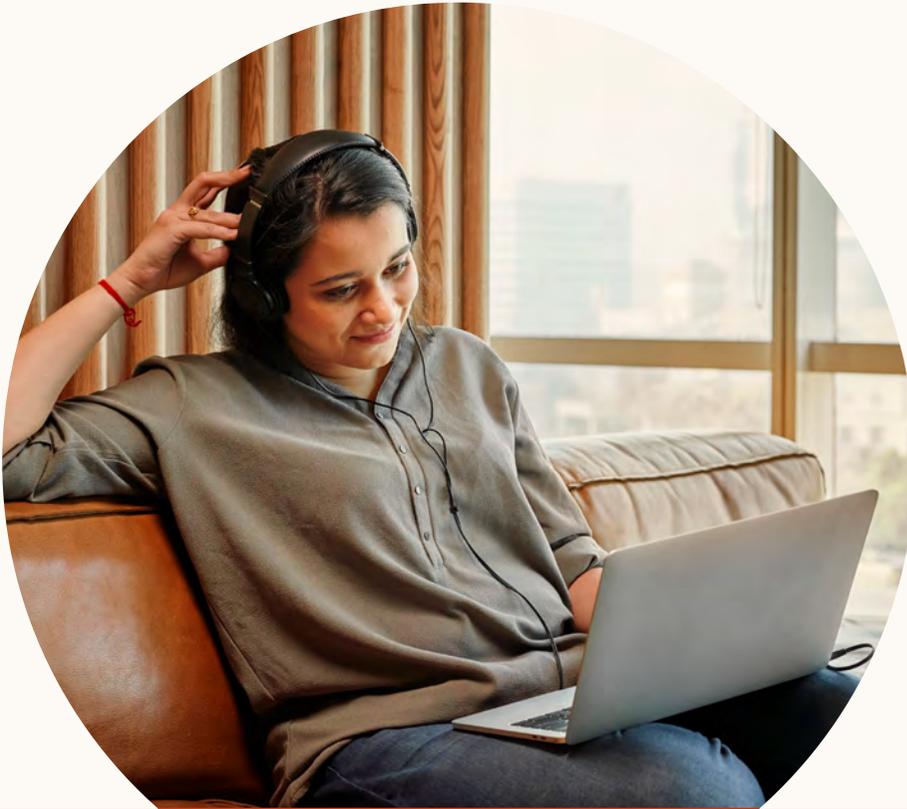
Find alumni and mentors for your studies

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.



Additional tips

Your job search guide

This short guide will give you all the tips at a glance.

PDF download

Business Leadership Programme

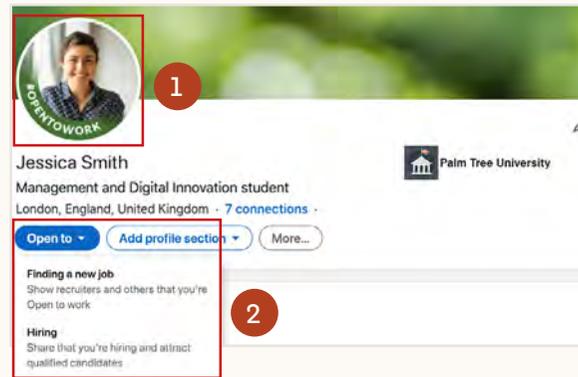
Apply now for this development programme for business leaders.

Find out more

i 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**.

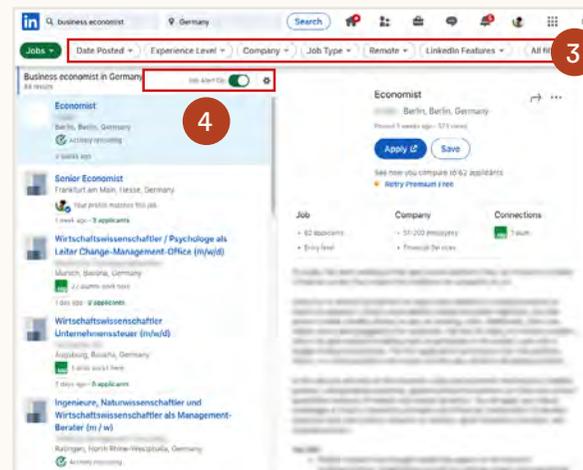
Profile settings for job searches



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 functions



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.



Helpful tips

Rock your interview

Tips how to prepare for your next job interview.

To the tips

Career tips

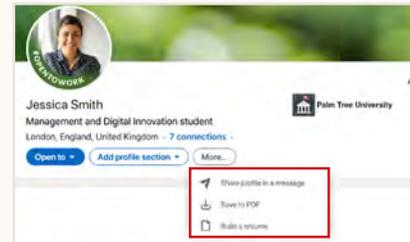
Career advice from some of the biggest names in business.

Find out more

Why is good preparation important?

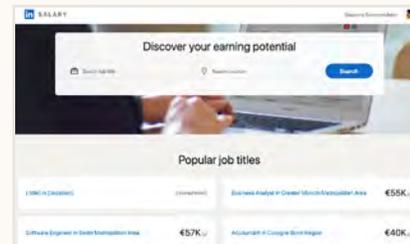
- ✓ A **good application** will help you get a job interview.
- ✓ **Know your own worth** and everything about your preferred company.
- ✓ Be well prepared to **ace your job interviews**.

Use our tools for optimum preparation



Your CV

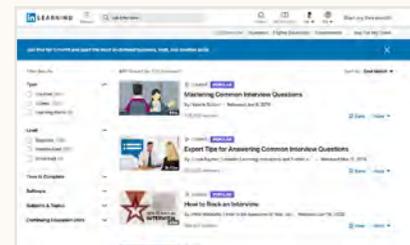
Update your profile regularly so that you can download your **CV** as a PDF file directly from your profile.



Salary comparison

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

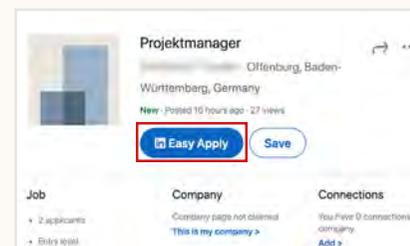
[To LinkedIn Salary](#)



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.



Always well-informed

News overview

Here you'll find the LinkedIn News headlines of the day.

To the News feed

"Get Hired" Newsletter

A newsletter focused on helping you land your next job.

Subscribe to the newsletter

i 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.



Your news



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.



Further information

LinkedIn Learning

Get started with LinkedIn Learning and search courses.

[To LinkedIn Learning](#)

How LinkedIn Learning works

A simple explanation of how to find your way around LinkedIn Learning.

[To the video](#)

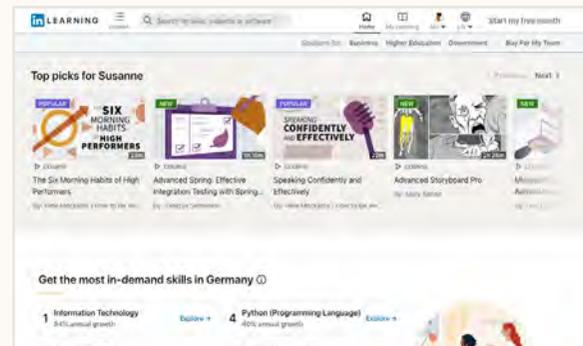
i Why is learning so important?

- ✓ 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.



Your first month of LinkedIn Learning is free of charge.

*LinkedIn Learning is subject to a charge unless you have a LinkedIn Career or LinkedIn Premium Business membership.

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

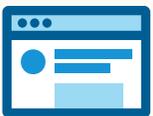
Only good applications can lead to job interviews. LinkedIn offers you tips for good applications and for job interviews.

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.

LinkedIn Learning courses

[LinkedIn Learning](#)

How LinkedIn Learning works

[To the video](#)



Have fun with LinkedIn.

LinkedIn