

The background is a solid blue color. Scattered across the background are numerous small, square profile pictures of diverse individuals, representing a global network. The LinkedIn logo, consisting of the word "LinkedIn" in white text on a blue square background, is centered in the middle of the image.

LinkedIn

LinkedIn on Campus:

How LinkedIn Can Help Career Services Professionals and Your Students

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E F T O Z D

E F T O Z D

Б E C E D



Agenda



LinkedIn 101



How LinkedIn Helps You



How LinkedIn Helps Your Students



Questions

Higher Education Resource Center

<http://university.linkedin.com>


The screenshot shows the LinkedIn Higher Education Resource Center homepage. At the top, the LinkedIn logo and 'Higher Education' are on the left, and 'For You' and 'For Your Students' are on the right. A large banner image features three people in an office setting. The banner text reads: 'Welcome Higher Ed Professionals' and 'We're here to support all you do, from preparing students for careers and engaging alumni to marketing and admissions outreach.' Below the banner, a message states: 'This resource center has customizable presentations, videos, tip sheets for students, and more. Start exploring!' The 'Top Resources' section is divided into two columns: 'See all for you' and 'See all for your students'. The first column features a 'New' badge, the LinkedIn logo, and the title 'LinkedIn 101 for Higher Ed' with a description: 'An overview of how LinkedIn can benefit you and your students.' Below this is a 'Presentation' label and a 'Download' button. The second column features a 'New' badge, the LinkedIn logo, and the title 'Building a Great Student Profile' with a description: 'A quick tip sheet with best practices for student profiles.' Below this is a 'Tip Sheet' label and a 'Download' button. The 'Key Products' section is titled 'Brand, engage, advise, and get unique data' and contains three items: 'Explore the LinkedIn Education Home Page' with a 'Home Page' link, 'See career paths of alumni with the Alumni Tool' with an 'Alumni Tool' link, and 'Check out the Student Jobs Portal' with a 'Student Jobs Portal' link.



How to Ask a Question

- Type your question into the “Q&A” box
- Presenter will answer selected questions at the end of the webinar
- If your question is not answered, ask it on LinkedIn!




Meet Lindsey






Lindsey Pollak 3rd  

Career & Workplace Expert / LinkedIn Ambassador
Greater New York City Area | Professional Training & Coaching

Current Getting from College to Career, LinkedIn, Lindsey Pollak
Previous Working Mother Media, WorkingWoman.com
Education Yale University

[Connect](#) [Send InMail](#) 

500+
connections

English   www.linkedin.com/in/lindseypollak/  [Contact Info](#)

I. LinkedIn 101



Who Uses LinkedIn?



259M⁺

professionals



66%

outside the U.S.



3M⁺

companies



150⁺

industries



60K⁺

college and university
alumni groups



Executives from every

Fortune 500
company



30M⁺

students and recent grads

Students & recent grads

=

LinkedIn's fastest-
growing demographic

II. How LinkedIn Helps You

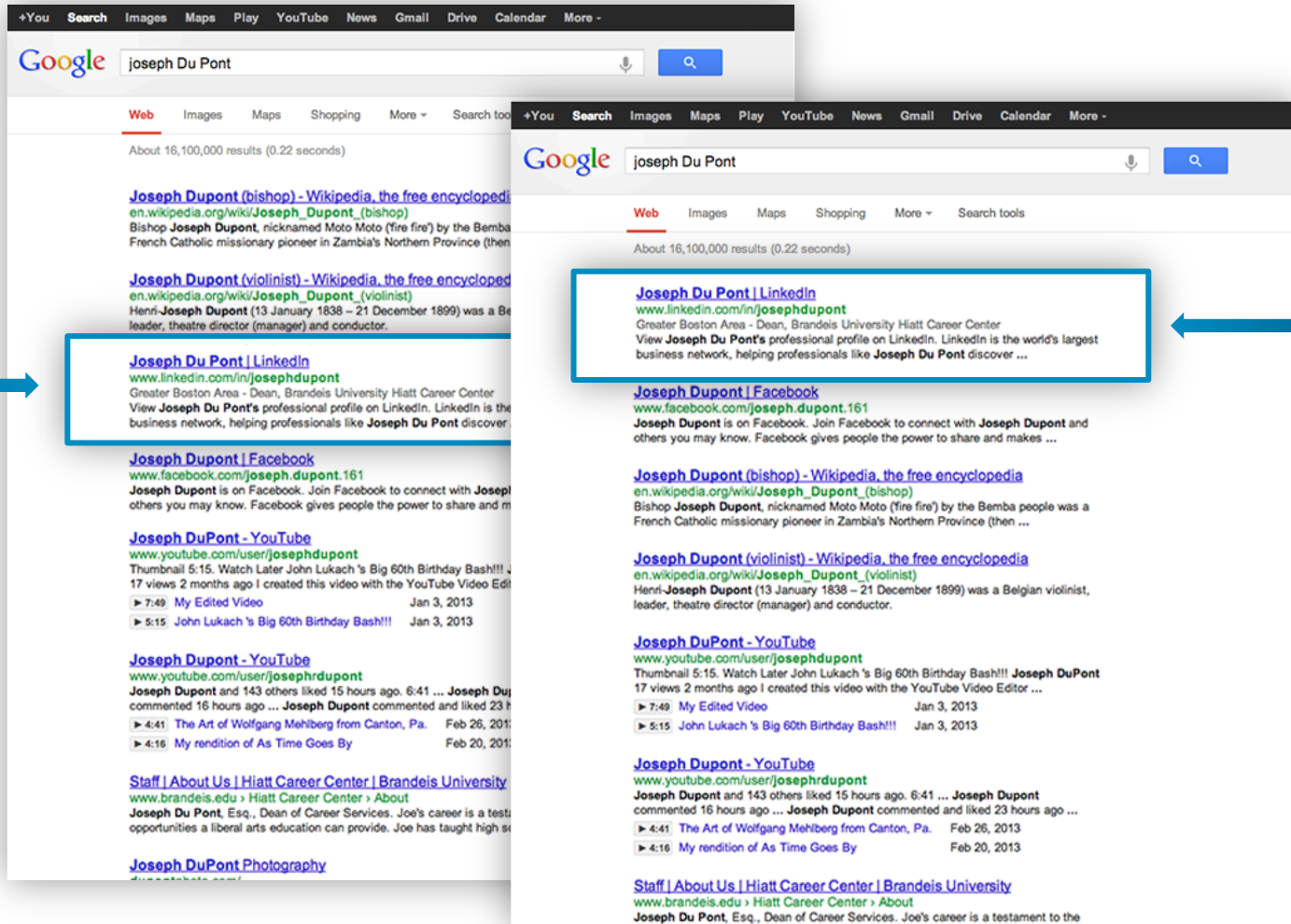


LinkedIn Benefits for Career Services Professionals

- 1 **Build** and enhance your own professional brand
- 2 **Enhance** the brand and services of your career center
- 3 **Attract** more organizations to recruit your students and alumni
- 4 **Share** best practices and get answers to questions
- 5 **Actively support** student use of LinkedIn

1

Build and Enhance Your Own Professional Brand





Search...



Advanced



Home

Profile

Network

Jobs

Interests

Premium Solutions

Upgrade



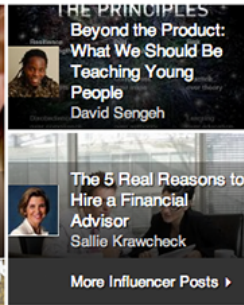
Share an update...

Share with: LinkedIn

Share

LinkedIn Today recommends this news for you

All Updates



More Influencer Posts



Paul Baker has a new connection.



Robert Young
Executive Recruiter at CyberCoders
Orange County, California Area

Connect with Robert · 3 minutes ago



Cynthia Lee has a new connection.



Karen Green
Instructor of English at Drury University
Springfield, Missouri

Connect with Karen · 4 minutes ago



Emily Hall recommended:



Phoebe Shao
Xinyao's broad design perspective always shined in our classroom. She was an excellent collaborator and brought an optimistic outlook to any problems we came across during group projects. I highly recommend Xinyao if you want to have a successful,...

Like · Comment · 32 minutes ago

PEOPLE YOU MAY KNOW



Martina Tran, Public Media
Professional skilled at Radio and
[Connect](#)



Timothy Ryan Chezem, Design/
Marketing/ Branding Sales
[Connect](#)



Justin Gerard, Lead Product
Designer at ANOVA
[Connect](#)

[See more »](#)

ADS YOU MAY BE INTERESTED IN



A Masters for Design Pros
Get a Media Design MFA, &
Focus on Strategy of Great
Design. Free Info Now



Harrington College
Take Your Skills to the Next
Level. Learn About Masters
Degree Programs



Custom Stickers
We Print High Quality Vinyl
Stickers For Bands, Artists &
More.

WHO'S VIEWED YOUR PROFILE

10

Your profile has been viewed by 10
people in the past 7 days.

14

You have shown up in search results
14 times in the past 90 days.

[Unlock the full list with LinkedIn Premium](#)

YOUR LINKEDIN NETWORK

88

Connections link you to 1,969,556+
professionals

2,924

New people in your Network
since March 25

[Add Connections](#)

JOBS YOU MAY BE INTERESTED IN



**Field Supervisor /
Landscape Designer**
David Thorne, Landsc...

Sponsored

Add LinkedIn to Your Email Signature

Jane Doe

Director, National University Career Center

Ph: (800) 555-1234

Fax: (800) 555-5678

Jane.Doe@National.edu

Connect with me on LinkedIn:

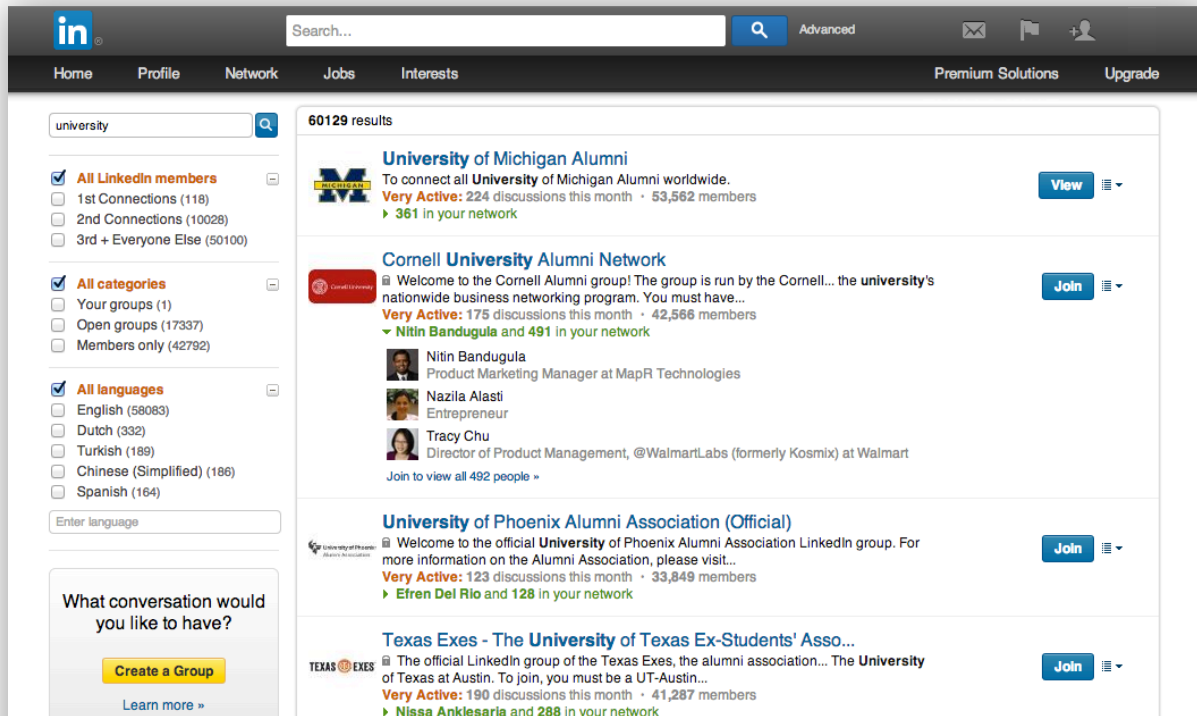
www.linkedin.com/in/JaneDoe

2

Enhance the Brand and Services of Your Career Center



Benefits of LinkedIn Groups

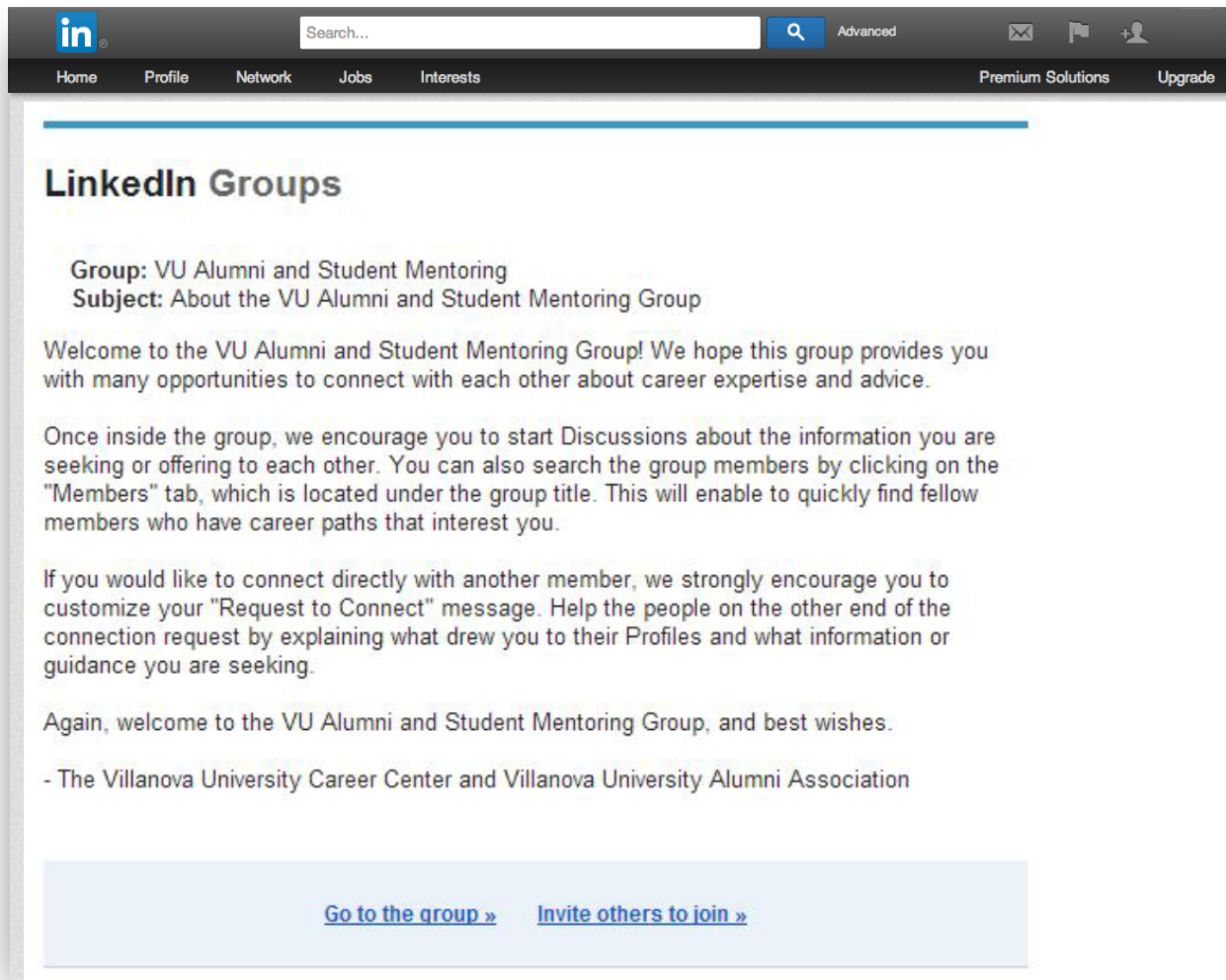


- Enhance brand
- Increase communication
- Connect alumni & students
- List management

Best Practice #1: Actively Manage Your LinkedIn Groups

The screenshot displays the LinkedIn interface for the 'The George Washington Alumni Association' group. The top navigation bar includes 'Home', 'Profile', 'Network', 'Jobs', 'Interests', 'Business Services', and 'Upgrade'. The group header shows the 'GW' logo, the group name, '26,214 members', and a 'Member' button. Below the header, there are tabs for 'Discussions', 'Promotions', 'Jobs', and 'Search'. The main content area features a post by Michael Steelman, Director of Alumni Career Services at GW, titled 'GW Alumni Career Services Update – September 2013'. The post includes a photo of Michael Steelman and text about the 'GW Fall Career Fair' on Thursday, September 12. To the right, there is a 'Top Influencers in this Group' section with profile pictures of Craig Moore and others. Below that is the 'Latest Activity' section, showing comments and discussions related to a presidential inauguration. At the bottom, there is a 'Subgroups' section listing 'GW in Law' (390 members) and 'GW in Science, Technology, Engineering, & Mathematics (STEM)' (215 members). A discussion prompt is visible: 'What are the key attributes (excluding the number of alumni) of a strong alumni network? How do you measure the effectiveness of an...'. A comment by Decole Russell is also shown.

Best Practice #2: Set Up a “Welcome” Template Message



The screenshot shows the LinkedIn interface for a group. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and links for Home, Profile, Network, Jobs, and Interests. On the right side of the navigation bar, there are icons for messages, a flag, and a user profile, along with links for Premium Solutions and Upgrade. Below the navigation bar, the main content area is titled "LinkedIn Groups". The group name is "VU Alumni and Student Mentoring" and the subject is "About the VU Alumni and Student Mentoring Group". The welcome message reads: "Welcome to the VU Alumni and Student Mentoring Group! We hope this group provides you with many opportunities to connect with each other about career expertise and advice. Once inside the group, we encourage you to start Discussions about the information you are seeking or offering to each other. You can also search the group members by clicking on the 'Members' tab, which is located under the group title. This will enable to quickly find fellow members who have career paths that interest you. If you would like to connect directly with another member, we strongly encourage you to customize your 'Request to Connect' message. Help the people on the other end of the connection request by explaining what drew you to their Profiles and what information or guidance you are seeking. Again, welcome to the VU Alumni and Student Mentoring Group, and best wishes. - The Villanova University Career Center and Villanova University Alumni Association". At the bottom of the message, there are two blue buttons: "Go to the group »" and "Invite others to join »".

Group: VU Alumni and Student Mentoring
Subject: About the VU Alumni and Student Mentoring Group

Welcome to the VU Alumni and Student Mentoring Group! We hope this group provides you with many opportunities to connect with each other about career expertise and advice.

Once inside the group, we encourage you to start Discussions about the information you are seeking or offering to each other. You can also search the group members by clicking on the "Members" tab, which is located under the group title. This will enable to quickly find fellow members who have career paths that interest you.

If you would like to connect directly with another member, we strongly encourage you to customize your "Request to Connect" message. Help the people on the other end of the connection request by explaining what drew you to their Profiles and what information or guidance you are seeking.

Again, welcome to the VU Alumni and Student Mentoring Group, and best wishes.

- The Villanova University Career Center and Villanova University Alumni Association


[Go to the group »](#) [Invite others to join »](#)

Best Practice #3: Create a Group for Student-Alumni Networking

The screenshot shows a LinkedIn group page for "Spartan LINKS - The Career Connector for Michigan State Students and Spartans". The group has 12,153 members and is a private networking group created on December 23, 2009. The page is divided into several sections:

- Group Profile:** Describes the group as a private networking group for Michigan State students and alumni to discuss career topics like resume writing and job search strategies.
- About this Group:** Lists group statistics: Created: December 23, 2009; Type: Networking Group; Members: 12,153; Subgroups: 10; Owner: Bill Morgan; Managers: Shawn Glasper, Garth Motschenbacher, SPHR, Carol Stier, Jaimie Hutchison, Megan Gebhart, Kevin Donlin, Kelley Bishop, Julie Hagopian; Website: http://www.myspartancareer.com.
- Subgroups:** Two subgroups are listed: "Food, Agriculture & Life Sciences: Connections, Discussion and Job Forum" (337 members) and "Sports Industry: Connections, Discussion and Job Forum".
- Group Members in Your Network:** A list of members with their titles, including Bethany Rigg, SPHR (Engaging Talent Management Strategist), Garth Motschenbacher, SPHR (Director of Career Engagement & Employer Relations / Michigan State University), Basil C. Puglisi, M.P.A. (Digital Marketing Strategist, Social Media & Content Manager), Ashleigh Brock (Dedicated Career Development Specialist), Jake Lestan (National Broadcast Creative and Media Lead at Discover C), and Elaine Weiss (MBA Career Coach / Counselor).
- Post:** A post by Madeline titled "JOB SEEKERS: Please share what type of opportunity you are looking for and where you would like to be located! Thanks!". A comment by Peter Earley, posted 9 hours ago, says: "It was I who influenced then emerging GE CEO, Jeff Immelt in 2000-2005. He was a high school friend, last saw him at school fund raiser in ...". The post has 60 comments.



University Pages and Alumni Tool




Villanova University
Greater Philadelphia Area

80,769 followers [Follow](#)

[LinkedIn for Education](#)





I'm a student here

[Add to profile](#)

Explore Careers of 30,966+ Alumni

Where alumni work ▶

Villanova University	602
Lockheed Martin	153
Vanguard	138

[more ▶](#)


What alumni do ▶

Administrative	2,596
Sales	1,848
Engineering	1,742

[more ▶](#)

General Information

Who you know




28 first-degree connections

7,330 second-degree connections

Notable alumni

◀ 1 / 50 ▶

I'm a student here

[Add to profile](#)

Explore Careers of 30,966+ Alumni

Where alumni work

Villanova University	602
Lockheed Martin	153
Vanguard	138

[more](#)

What alumni do

Administrative	2,596
Sales	1,848
Engineering	1,742

[more](#)

General Information

Villanova University was founded in 1842 by the Order of St. Augustine. To this day, Villanova's Augustinian Catholic tradition is the cornerstone of an academic community where students learn to think critically, act compassionately and succeed while serving others.

The Villanova community helps students grow intellectually, professionally and spiritually, and challenges them to reach their full potential. Villanova's academic experience, rooted in the liberal arts, forms an environment in which students and professors are partners in learning. Through academic and service programs, students use their skills, knowledge and compassion to better the world around them.

The University draws students from nearly every state and more than 50 countries. Over 10,000 undergraduate, graduate and law students, take part in a wide variety of degree and certificate programs throughout the University's five colleges – the College of Liberal Arts and Sciences, the Villanova School of Business, the College of Engineering, the College of Nursing, and the Villanova School of Law. The University also offers non-credit professional education, training and development programs for adult learners through the Office of Continuing Studies. There is also a part-time evening program for adult learners through the Office of Part-Time Studies.

As students advance through Villanova, the Career Center helps them set and reach their own unique professional development goals. Approximately, 4,000 jobs are posted for students each year. Workshops and practice interviews, advising sessions with career counselors, help students prepare for the future. Villanova is situated 12 miles from Philadelphia, allowing students the opportunity to seek internships and employment in one of the country's most vibrant cities. The Class of 2012 saw 97% of undergrads employed or in graduate school within six months of graduation.

Who you know




28 first-degree connections

7,330 second-degree connections


Notable alumni

1 / 50



Chris Fralic
Venture Capital, Business Development

BSBA, Finance
1980 – 1984



Featured group

Official Villanova University Network

11,795 members

Welcome to the Official Villanova University Network on LinkedIn. Membership is open to all...



[Join group](#)

[See similar groups](#)

Create “Targeted Updates” for your Followers

The screenshot shows a LinkedIn page for the University of Michigan. The page header includes the LinkedIn logo, a search bar, and navigation links. The main content area features a post from the University of Michigan, which is circled in orange. The post text reads: "The first day of classes is approaching. Soon, new students will flood to Angell Hall, a campus landmark that hasn't changed much since its construction in 1924!". Below the text is a photo of a hand holding a smartphone. The post has 0 likes and 0 comments, and 90,272 followers. A "Share" button is visible, and a "Create a custom target" option is highlighted. To the right, there is a "Last Admin Update" section and a "Who you know" section with 3 first-degree and 22 second-degree connections.

University of Michigan
Greater Detroit Area
90,272 followers Following

Welcome, Kat! You're posting as the University of Michigan. [Edit this page](#)

The first day of classes is approaching. Soon, new students will flood to Angell Hall, a campus landmark that hasn't changed much since its construction in 1924!

Share with: **LinkedIn** [Share](#)

Create a custom target ▶

Last Admin Update
Incoming students: Looking for ideas to decorate your dorm room, and survive your first year at UMich? Check our University of Michigan decor...
John Shine, 4 min ago
0 0 90,272

Who you know
3 first-degree connections
22 second-degree connections

The Targeted Update Screen

The screenshot shows the LinkedIn 'Targeted Update' interface. At the top, there's a text area with a preview of an article about Cari Borja. Below this is a 'Share with' dropdown menu currently set to 'Tech Company Executive Alumni' with 15,456 targeted users. A 'Share' button is to the right. Below the dropdown is a 'Create custom target' button. The main area is divided into two columns. The left column, titled 'Edit target', contains a list of filter categories: Location, Industry, Company, Title, Seniority, Education, and Language. The right column, titled 'Tech Company Executive Alumni', shows the current target with four filter tags: Technology Industry, CXO, Vice President, and Director. Annotations include arrows pointing from the 'Industry' category to the 'Technology Industry' tag, and from the 'Delete target' button to the 'Delete target' text. A large orange oval highlights the entire 'Edit target' and 'Tech Company Executive Alumni' sections.

Michigan alumnus Cari Borja pairs food and fashion at her upcoming San Francisco show. Her collection is inspired by her recent internship at Berkeley's Ches Panise restaurant.

Chefs and designers cook up a feast of fashion
sfgate.com · That food could get any more fashionable in this town may seem downright impossible. But just in time for harvest season, a number of collaborations connecting Bay Area culinary teams and fashion industry veterans are putting food-driven design at the head of the table.

Share with: Tech Company Executive Alumni 15,456 targeted **Share**

Create custom target

Edit target

Click a category to add more filters

Click "x" to delete filters

Save your changes, or click "Delete target" to remove this target from the menu.

Tech Company Executive Alumni

Technology Industry x CXO x
Vice President x Director x

15,456 targeted

Save Cancel Delete target

A Step-by-Step Sample

The screenshot shows the LinkedIn 'Create a custom target' interface. At the top, there is a text box with a news snippet: "Michigan alumnus Cari Borja pairs food and fashion at her upcoming San Francisco show. Her collection is inspired by her recent internship at Berkeley's Ches Panise restaurant." Below this is a featured article titled "Chefs and designers cook up a feast of fashion" from sfgate.com. To the right, a "Last Admin Update" from John Shine is visible, showing 0 likes, 0 comments, and 90,272 followers. The main area is titled "Share with: Custom target..." and includes a "Share" button. Below this is a "Create a custom target" section with a sidebar of filters: Location, Industry, Company, Title, Seniority, Education, and Language. The "Location" filter is active, showing a search for "San" with a dropdown menu listing "San Francisco Bay Area", "Santa Fe, New Mexico Area", "Santa Fé do Sul Area, Brazil", and "Feira de Santana Area, Brazil". The "Your Target:" section on the right shows a target icon and the number "90,272 total followers". At the bottom, there are "Save" and "Cancel" buttons. Three orange circles highlight the "Create a custom target" sidebar, the "Your Target:" section, and the "90,272 total followers" text.

Michigan alumnus Cari Borja pairs food and fashion at her upcoming San Francisco show. Her collection is inspired by her recent internship at Berkeley's Ches Panise restaurant.

Last Admin Update
Incoming students: Looking for ideas to decorate your dorm room, and survive your first year at UMich? Check our University of Michigan decor...

John Shine, 4 min ago
0 0 90,272

Chefs and designers cook up a feast of fashion
sfgate.com · That food could get any more fashionable in this town may seem downright impossible. But just in time for harvest season, a number of collaborations connecting Bay Area culinary teams and fashion industry veterans are putting food-driven design at the head of the table.

Share with: Custom target... **Share**

Create a custom target ▾

Location >

San |

- San Francisco Bay Area
- Santa Fe, New Mexico Area
- Santa Fé do Sul Area, Brazil
- Feira de Santana Area, Brazil

Your Target: ?

90,272 total followers

Save **Cancel**

Saving a Target List for Future Posts

The screenshot shows a LinkedIn post with a target list. The post text reads: "Michigan alumnus Cari Borja pairs food and fashion at her upcoming San Francisco show. Her collection is inspired by her recent internship at Berkeley's Ches Panise restaurant." Below the text is a video thumbnail for "BORJA ESMAKER" and "CARI CLON". The target list is set to "Tech Company Executive Alumni" with 15,456 targeted members. A "Save your target" dialog box is open, asking "How do you want to save this target?" with three options: "Save and replace existing target" (selected), "Save new target in the dropdown menu" (with a text input field "Give your target a descriptive name"), and "Use now, but don't save in the dropdown menu". The dialog has "Save" and "Cancel" buttons. In the background, the target list for "Tech Company Executive Alumni" is visible, showing tags for "Technology Industry", "CXO", "Vice President", "Director", and "San Francisco Bay Area", with a total of 2,685 targeted members. At the bottom of the interface, there are "Save", "Cancel", and "Delete target" buttons.

Sharing Posts with Targeted Lists

The screenshot shows a LinkedIn post from the University of Michigan. The post text reads: "The first day of classes is approaching. Soon, new students will flood to Angell Hall, a campus landmark that hasn't changed much since its construction in 1924!". Below the text is a photo of a person sitting on a lawn in front of a building. The post has 0 likes, 0 comments, and 90,272 views. The 'Share with' dropdown menu is open, showing the following options:

- LinkedIn
- Followers 90,272
- Current Students 30,118
- Alumni 59,272
- Faculty & Staff 585
- Custom Target: "2013 Graduating High School Students" 15,456 - Jane Patterson
- Custom Target: "Tech Exec Alumni" 10,272 - Kim Hawkins
- Create a new target

The 'Custom Target: "2013 Graduating High School Students" 15,456 - Jane Patterson' option is highlighted with a blue bar and a mouse cursor. The 'Share' button is visible to the right of the dropdown menu.

LinkedIn Alumni Tool

<http://linkedin.com/alumni>

San Jose State University

Attended - 1990 to 2012 - Include people with no dates

Where they live	Where they work	What they do
United States: 76221	San Jose State University: 1581	Engineering: 15645
San Francisco Bay Area: 60063	Cisco Systems: 1276	Engineering: 10739
Greater Los Angeles Area: 2521	Apple: 561	Business Administration, Management, and Operations: 4727
Sacramento, California Area: 1694	Hewlett-Packard: 378	Computer and Information Sciences and Technology: 4127
Greater San Diego Area: 1043	Oracle: 375	Business Administration and Management: 4071

45,516 students & alumni found

- James Hernandez** '75: Dynamic leader, Greater New York City Area. 17 shared connections.
- John Smith** '13: MBA Candidate at the Yale School of Management Class of 2013, Greater New York City Area. 8 shared connections.
- Elizabeth Thompson** '95: Expatriate and Cross-Cultural Coach, Author of '7 HABITS OF A HAPPY EXPAT' on-line course, Madrid Area, Spain. 1 shared connection.
- Anthony Garcia** '13: Student at Yale University, Greater New York City Area. 2 shared connections.
- David Lee** '96: VP, East Coast Sales at BUZZMEDIA, Greater New York City Area. 1 shared connection.
- Lisa Adams** '95: Online Marketing Executive / Internet Pioneer, Greater New York City Area. 2 shared connections.

San Jose State University

Attended - 1990 to 2012 - Include people with no dates

What they studied	What they're skilled at	How you are connected
Business, Management, Marketing, and Operations: 15645	Microsoft Office: 7305	1st Connections: 24
Engineering: 10739	Microsoft Excel: 6395	2nd Connections: 2953
Business Administration, Management, and Operations: 4727	PowerPoint: 5569	Group Members: 15834
Computer and Information Sciences and Technology: 4127	Customer Service: 5131	3rd + Everyone Else: 61794
Business Administration and Management: 4071	Microsoft Word: 4698	

45,516 students & alumni found

- James Hernandez** '75: Dynamic leader, Greater New York City Area. 17 shared connections.
- John Smith** '13: MBA Candidate at the Yale School of Management Class of 2013, Greater New York City Area. 8 shared connections.
- Elizabeth Thompson** '95: Expatriate and Cross-Cultural Coach, Author of '7 HABITS OF A HAPPY EXPAT' on-line course, Madrid Area, Spain. 1 shared connection.
- Anthony Garcia** '13: Student at Yale University, Greater New York City Area. 2 shared connections.
- David Lee** '96: VP, East Coast Sales at BUZZMEDIA, Greater New York City Area. 1 shared connection.
- Lisa Adams** '95: Online Marketing Executive / Internet Pioneer, Greater New York City Area. 2 shared connections.

University Pages FAQs

http://help.linkedin.com/app/answers/detail/a_id/38582/kw/universitypages

The screenshot shows the LinkedIn Help Center interface. At the top, there is a navigation bar with links: Support Home, Help Forum, Safety Center, Support History, and Contact Us. Below this is a search bar containing the text 'universitypages' and a blue 'Search' button. The main content area features a document icon and the title 'University Pages – Frequently Asked Questions for Administrators' with a star icon to its right. Below the title is the question 'What can University Page administrators do?' and a timestamp 'Last Reviewed: 08/12/2013' with a link to 'Report Answer Inaccuracies'. The main text explains that University Pages can only be edited by an administrator and lists the capabilities of an administrator. A section titled 'With University Pages you can:' is followed by a bulleted list of three items: 'Build your brand', 'Reach out', and 'Get deeper insights'. Below this is a section for 'Frequently Asked Questions' with a bulleted list of five questions. On the right side, there is a sidebar with a 'Start a discussion' button, a section for 'Want tips on using LinkedIn?' with a link to 'Check out our free trainings and videos', and a 'Related Answers' section listing several links: 'Adding a New University Page', 'Adding Administrators to University Pages', 'Differences Between University Pages and Company Pages', 'Editing University Pages', and 'Removing or Merging University Pages'.

Support Home Help Forum Safety Center Support History Contact Us

universitypages Search

University Pages – Frequently Asked Questions for Administrators ★

What can University Page administrators do?

Last Reviewed: 08/12/2013 [Report Answer Inaccuracies](#)

University Pages can only be edited by an administrator. The administrator can update school information, upload images, and reach out to members on behalf of the university. As a University Page administrator, you instantly have a community of prospective students, current students, alumni, and parents who are engaged with your school.

With University Pages you can:

- **Build your brand** - by uploading rich, viral content to your university page and show what your school has to offer to each of your key audiences.
- **Reach out** - by sharing updates with your whole community or a targeted group of students and alumni.
- **Get deeper insights** - into what your students are studying and explore the career paths of your graduates.

Frequently Asked Questions

- [How do I become an administrator for my University Page?](#)
- [What can administrators edit on University Pages?](#)
- [How do I target my updates to a specific audience?](#)
- [How do I create a University Page for my school?](#)
- [Can I delete or merge University Pages?](#)

Want input from the community?
[Start a discussion](#)

Want tips on using LinkedIn?
[Check out our free trainings and videos](#)

Related Answers

- [Adding a New University Page](#)
- [Adding Administrators to University Pages](#)
- [Differences Between University Pages and Company Pages](#)
- [Editing University Pages](#)
- [Removing or Merging University Pages](#)

3 Attract More Organizations to Recruit Your Students and Alumni



“I have used LinkedIn extensively to research where our alumni are working and to solicit their assistance. Additionally, I have shared lists of alumni generated through LinkedIn with employers we want to visit campus. I’ve found employers to be impressed by the breadth and depth of information that I have gained from using LinkedIn.”

Mark Presnell, PhD, Director, Johns Hopkins Career Center

Request Introductions from Alumni to Their Employers

The image shows the LinkedIn Advanced People Search interface. At the top, there is a search bar with the text "Search..." and a magnifying glass icon, followed by the word "Advanced". Below this is a navigation bar with links for Home, Profile, Network, Jobs, Interests, Premium Solutions, and Upgrade. The main search area has tabs for Find People, Advanced People Search (which is selected), Reference Search, and Saved Searches. On the right side of the search area, there is a link for Profile Organizer. The search filters are organized into two columns. The left column includes fields for Keywords, First Name, Last Name, Location (with a dropdown for "Located in or near:"), Country (with a dropdown for "United States"), Postal Code (with a "Lookup" button), and Within (with a dropdown for "50 mi (80 km)"). The right column includes fields for Title (with a dropdown for "Current or past:"), Company (with a dropdown for "PROCTER & GAMBLE" and a "Current or past:" dropdown), and School (with a dropdown for "JOHNS HOPKINS"). A blue box highlights the search bar and the Company and School filters. A "Search" button is located at the bottom center. On the right side, there is a promotional box titled "More Search Power" with the text "Upgrade for additional Premium Filters" and "Narrow your search by:" followed by a list of filters: "Years of Experience", "Function", and "Groups, and more". A "Learn More" button is at the bottom of this box, and there is an image of a hand pointing at a grid of small icons.

Request Introductions from Alumni to Their Employers

The screenshot shows a LinkedIn search results page for 'Procter & Gamble'. The search filters on the left include: Keywords (empty), First Name (empty), Last Name (empty), Title (empty), Current or past (dropdown), Company (PROCTER & GAMBLE), Current or past (dropdown), School (JOHNS HOPKINS), Location (Located in or near: dropdown), Country (United States), Postal Code (empty, with a 'Lookup' button), Within (10 mi (15km)), and an 'OpenLink members only' checkbox.

The search results show 109 results, sorted by Relevance. The first three results are:

- Nick Freeman** (2nd): Open Innovation Leader at Procter & Gamble, Cincinnati Area · Consumer Goods, 500+ connections · 1 recommendation. Current: Open Innovation Leader, Global ... more. Past: Section Manager, Global New ... more. Groups: 15inno by Stefan Lindegaard · American... more. 1 shared connection · Similar.
- Tara Añehan** (2nd): Assistant Brand Manager at Procter & Gamble, Greater Boston Area · Consumer Goods, 500+ connections. Current: Assistant Brand Manager at Procter ... more. Past: MBA Candidate at Kelley School of ... more. Groups: Macy's Alumni Group · Procter & Gamble... more. 5 shared connections · Similar.
- Mike L.** (3rd): Associate Director - Procter & Gamble - Global Business Services, Cincinnati Area · Information Technology and Services, 250 connections. Current: Associate Director - GBS Global ... more. Past: Associate Director - GBS Going ... more. Groups: AIPMM Certified Product Managers · ... more. Similar.

A dropdown menu is open over the 'Connect' button for Nick Freeman, showing the following options: Save profile, Get introduced (highlighted), Send InMail, Share Profile, and Find references.

On the right side of the page, there are several promotional banners: 'Profile Organizer', 'Saved Searches', 'Reference Search', 'Ads by LinkedIn Members', 'Fill Your Funnel' (Generate leads from LinkedIn with HubSpot's free guide), 'Integrated Marketing Comm' (100% Online master's focused on ideas, strategies, and results.), and 'Successful Womens Network' (Apply Now to the National).

[Advanced](#)[Home](#)[Profile](#)[Network](#)[Jobs](#)[Interests](#)

Introduction Request

**Lindsey Pollak**Career & Workplace Expert /
LinkedIn Spokesperson**Sean Thompson**Developing Recruiting Pra...
[Change](#)**Nick Freeman**Open Innovation Leader at
Procter & Gamble

Craft your message like a pro:

1. State your intent

Be clear about why you're asking for an introduction.

2. Give an out

Be professional and give Sean Thompson a way to say no.

Subject

Tell Sean Thompson why you want to get introduced

(may get forwarded to Nick Freeman)

Hi Sean,

I hope all is well. As you know, I'm always looking to help my students find great jobs. Several students have shown an interest in Procter & Gamble, and I'd love to connect with a Johns Hopkins alum there. Through LinkedIn I identified your contact, Nick, and I am hoping you would make an introduction for me. He does not work in HR or recruiting, but I'm hoping he can steer me in the right direction. Thank you for considering my request, and please let me know if there is anything I can do to help you.

4

Share best practices and get answers to questions

The screenshot shows the LinkedIn interface for the 'Career Services Professionals' group. At the top, navigation tabs include Home, Profile, Network, Jobs, Interests, Business Services, and Upgrade. The group name is 'Career Services Professionals' with 15,394 members and a 'Member' button. Below the group name are tabs for Discussions, Promotions, Jobs, Search, and Manage. The main content area features a 'Featured Blog Post' by Meghan Lynn Godorov, M.Ed., titled 'Recalculating: Understanding "GPS Careers" for...'. To the right, there are sections for 'Top Influencers in this Group' (featuring Theodore Henderson), 'Latest Activity' (with posts by Hank Boyer and Georgiana-Florina Mihalache), and 'Subgroups' (including 'Online Career Services Professionals' and 'Asia-Pacific Career Services Professionals'). A discussion post by Hank Boyer is also visible, titled 'Pre-employment assessments - what's good, what's bad, and what's ugly?'.

Home Profile Network Jobs Interests Business Services Upgrade

LinkedIn Career Services Professionals 15,394 members Member

Discussions Promotions Jobs Search Manage

Featured Blog Post: Recalculating: Understanding "GPS Careers" for... Manager's Choice
Meghan Lynn Godorov, M.Ed.
After attending the National Career Development Association...
www.mlgcareer.com

Start a discussion or share something with the group...

Your Activity

Popular Recent

Pre-employment assessments - what's good, what's bad, and what's ugly?
Hank Boyer
Best Practices Author - Publisher | Career Search | B2B Sales | Leadership | DiSC | Executive Coach | LION
Whether a job seeker or employer, sooner or later pre-employment testing will enter the conversation. My company administers pre-employment assessments for a variety of employers, which have statistically improved their hiring practices and ...
[Flunking the Test: Demystifying Pre-Employment Testing](#) ere.net
The sad truth is, in the pursuit of money, needing a job and fear of failure, people create false resumes and falsify information when they go to an interview. To help ensure candidates are who they say they are, many companies do pre-employment...
Like • Comment • Follow • 2 hours ago

Top Influencers in this Group
Theodore Henderson - MBA-Business | Career Coach
15K+Contacts
Best Selling Author-Social Media Security Pro-Certified Business & Career Adviser-Sales Management Leadership-Pro Speaker
[See all members](#)
Unfollow Theodore Henderson -

Latest Activity
Hank Boyer started a discussion: Pre-employment assessments - what's good, what's bad, and what's ugly?
2 hours ago
13 people have joined the group, including Mandy Foley, Maryam Al Saeedi and Wendy Enelow, CCM, MRW, JCTC, CPRW
2 hours ago
Georgiana-Florina Mihalache started a discussion: How do you see HR?
2 hours ago
[See all activity](#)

Subgroups
Online Career Services Professionals
27 members
Asia-Pacific Career Services Professionals
26 members

Some Recommended Groups

- NACE
- SHRM (Society for Human Resource Management)
- ERE.net
- Entry-Level Jobs and Internships
- College Recruiting Central
- College Career Expert

Become a Featured Blogger!

The screenshot shows a LinkedIn group page for "Career Services Professionals". The main post is by Manny Unfollow, titled "Featured Blog Post: Is there a 'placement' role for Career Services?". The post text discusses the negative connotations of the word "placement" and advocates for a more balanced perspective. The post has 34 comments and is liked by 19 others, including Ken McPherson, Sarah Breithaupt, and others. The interface includes navigation tabs (Home, Profile, Network, Jobs, Interests), a search bar, and various sidebar sections like "Latest Updates", "Ads by LinkedIn Members", and "Manager's Choice".

LinkedIn Career Services Professionals

Discussions Members Promotions Jobs Search More... Share group | Group rules

Manager's Choice (undo)

Featured Blog Post: Is there a "placement" role for Career Services?
Nothing can spice up a discussion among career services professionals more than by mentioning the word "placement". Few words generate such passionate responses – most of them negative. "Placement", to many, represents the past - the "old" way of doing things that focused solely on "getting students jobs" or "placing them". Since we never actually "placed" anyone, and didn't want suggest that we could, the word fell to the wayside, actively dropped from the name of many an office eager to disassociate itself from the negative connotations of that work and embracing instead the new world of "career development". Today the terms "placement" and "career development" are often used to represent a dichotomy or polarity of perspectives in talking about the work we do.

We think the word "placement" got a bad rap and perhaps it's time to re-affirm not the use of that word, but what that word represented.

With the clarity of hindsight, we can see that the word "placement" encompassed some vital ideas that are arguably even more important to today's career services work. Placement meant accountability; accountability meant that outcomes should be measured and tracked; it meant that we should try to understand and influence the relationship between an education and the pathways it created for graduates.

As the cost of higher education rises, students and their families are increasingly concerned about the return on their investment of time and money. For more and more families, that return is measured in graduate employment prospects and potential earnings or graduate school admissions success. Make no mistake – first-rate career development counseling is absolutely necessary. It's simply no longer sufficient in meeting the career realities of today – and tomorrow.

So what do we advocate?

We'd love to see less rhetoric about the evils of "placement". We'd love to see a more balanced perspective in career services that values not just career development counseling and advising but also employer outreach and engagement. We'd love to see more professionals interacting with employers – especially outside the walls of our offices - learning more about organizations, employment sectors and labor force trends nationally and globally. We'd like to see less fear of assessment and evaluation of our office efforts and activities relative to student career and employment outcomes.

We believe – semantics and rhetoric aside – that the focus of our work should always be on contributing to positive career outcomes for the students and graduates of our colleges and universities, doing so across the entire continuum of their interests and needs. This focus and commitment, more than anything else, will provide value to our students and their families; to our alumni; to our faculty and university community colleagues; to our employer partners; and to our institutions.

What do you think?

Manny Contomanolis, PhD - Associate Vice President and Director
Rochester Institute of Technology - Office of Cooperative Education and Career Services

Trudy Steinfeld, MA - Assistant Vice President and Executive Director
New York University Wasseman Center for Career Development
3 months ago

Unlike Comment Follow Flag More +

You, Ken McPherson, Sarah Breithaupt, MSED, NCC, LPC and 19 others like this
34 comments • Jump to most recent comments

Latest Updates

Liza Johnson started a discussion: Does anyone use the Kuder Journey for their Career Assessment? And if so, what are the most effective ways of supplying the results to students in relations to majors and occupations?
Like · Add comment · 2 hours ago

Maryam Brown Goff started a discussion: Semester-long internships
Like · Add comment · 2 hours ago

Theodore Henderson started a discussion: 18 Executives Who Lead By Fear
Like · Add comment · 2 hours ago

See all updates >

Ads by LinkedIn Members

Start a Forum on LinkedIn
Network, connect, and learn from professionals in your industry.
Learn More >

MIT Executive MBA
Rigorous, Part-time, 20-month program. Recharge & Refocus your career
Learn More >

Manager's Choice

Next Week's Free Webinar: Learn about LinkedIn's NEW site updates!
Lindsay Pollak
See all >

Top Influencers This Week

Theodore Henderson

Solomon Davis

Follow the LinkedIn “Higher Education” channel

The image displays three overlapping screenshots of the LinkedIn interface to illustrate how to find and follow the 'Higher Education' channel.

Top Screenshot: Shows the LinkedIn search bar. The 'Groups' and 'Influencers' filters are highlighted with a blue circle.

Middle Screenshot: Shows the 'LinkedIn Today' recommendations section. A grid of channels is displayed, with the 'Higher Education' channel circled in blue. Other channels include Social Impact, Professional Women, Editor's Picks, Recruiting & Hiring, Your Career, Advice, Big Ideas & Innovation, Business Travel, Customer Service, D11 Conference, Economy, Entrepreneurship & Small Business, Healthcare, and Law & Government.

Right Screenshot: Shows the 'Higher Education' channel page. It has 219,924 followers. A featured article is titled 'Please Think Twice Before Getting Your Master's' by Michael Fertik, CEO at Reputation.com, dated May 28, 2013. The article has 134,980 views, 471 likes, 526 comments, and 2,364 shares. Below the article, there are sections for 'Recently Posted', 'Most Recent | Most Popular', and 'Other Channels'.

Other Channels: A list of related channels is shown, including Marketing Strategies, Social Media, Best Advice, Big Ideas & Innovation, Business Travel, Customer Service, D11 Conference: Full Coverage of Tech's Big Event, Economy, Editor's Picks, Entrepreneurship & Small Business, Healthcare, Law & Government, Leadership & Management, My Best Career Mistake, Professional Women, Recruiting & Hiring, Retail, Social Impact, Technology, The Commencement Speeches You Wish You'd Heard, and Things I Carry | Your Career.

5

Actively support student use of LinkedIn

Mackenzie Prather 1st

Undergraduate Graphic Design Assistant at Southern Illinois University
Greater St. Louis Area | Graphic Design

Current Southern Illinois University, Journeys
Previous Southern Illinois University, Schnucks
Education Southern Illinois University, Carbondale

Send a message Endorse 79 connections

www.linkedin.com/pub/mackenzie-prather/27/61a/126/ Contact Info

Background

Summary

As a student, I have developed a love of mixed media, blogging, and mixing the hands-on and digital skills. Pending my graduation from Southern Illinois University Carbondale, I plan to pursue a graphic design position centered around marketing and visual promotions.

Experience

Undergraduate Graphic Design Assistant
Southern Illinois University
August 2012 – Present (9 months)
Assisting with design for promotional materials such as fliers, brochures, and posters. Art and Design.

Sales Associate
Journeys
July 2010 – Present (2 years 10 months) | Carbondale
I sell shoes, and too many socks to count. I love my job, and I would love to add you to my company.

People Similar to Mackenzie

Lindsay Rosenhagen
Communications Specialist at League City ...
Connect

ADS YOU MAY BE INTERESTED IN

A Masters for Design Pros
Get a Media Design MFA, & Focus on Strategy of Great Design. Free Info Now

Custom Stickers
We Print High Quality Vinyl Stickers For Bands, Artists & More.

Do you have 10 minutes?
Then take the tour & learn how to manage marketing & creative projects.

Viewed

Andy Gale
Designer at Aerial Bouquets



Access Free LinkedIn Training Resources

<http://university.linkedin.com>

The screenshot shows the LinkedIn Higher Education training resources page. At the top, the navigation bar includes the LinkedIn logo, 'Higher Education', and 'For You For Your Students'. The main header features a video player with the title 'LinkedIn for Higher Ed Professionals' and a 'View video' button. Below this is a filter bar with tabs for 'All', 'Quick Tip Sheets and Posters', 'Presentations', 'University Pages Materials', and 'Videos'. A sub-header reads 'Resources to help you and your key audiences make the most of LinkedIn'. The content is organized into a grid of resource cards. Each card includes a thumbnail image, a title, a description, and a 'View' or 'Watch video' button. The cards are: 1. 'University Pages: Video Tour' (2 mins, Watch video), 2. 'University Pages: One-Page Overview (English)' (Data Sheet, View), 3. 'Higher Ed Overview Video' (4 mins, Watch video), 4. 'LinkedIn 101: Overview' (Presentation, View), 5. 'LinkedIn for Career Services and Students: In Detail' (Presentation, View), and 6. 'How to Run an Active and Valuable LinkedIn Group' (Tip Sheet, View).

LinkedIn Higher Education For You For Your Students

LinkedIn for Higher Ed Professionals

A summary of the many ways LinkedIn's unique data and tools can help you.

[View video](#)

All Quick Tip Sheets and Posters Presentations University Pages Materials Videos

Resources to help you and your key audiences make the most of LinkedIn

New targeting Engagement Insights
LinkedIn University Pages
University Pages: Video Tour
2 mins [Watch video](#)

New Higher Education University Pages
The new destination for your school on LinkedIn
What are University Pages? How do they work? Why should you use them? How do they work? Why should you use them?
Data Sheet [View](#)

New Higher Education
Higher Ed Overview Video
LinkedIn for Higher Education
Higher Ed Overview Video
4 mins [Watch video](#)

New LinkedIn
LinkedIn 101: Overview
Presentation [View](#)

New LinkedIn
LinkedIn for Career Services and Students: In Detail
Presentation [View](#)

New LinkedIn
How to Run an Active and Valuable LinkedIn Group
Groups are a great place for meeting, connecting and spreading your message and building your brand.
How to Run an Effective & Valuable LinkedIn Group
Tip Sheet [View](#)

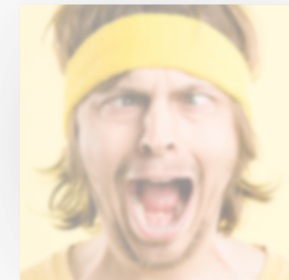
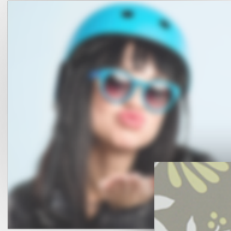
III. How LinkedIn Helps Your Students Help Themselves



LinkedIn Benefits for Students and Alumni

- 1 **Build** a professional online presence
- 2 **Add** connections with 'warm' contacts and alumni
- 3 **Research** companies, industries, and grad programs
- 4 **Explore** opportunities for undecided students
- 5 **Learn** professional networking etiquette

1. Build a Professional Online Presence



*“It’s no longer enough to
simply have a solid resume.
Students now need a
professional online presence.”*

Holly Paul, Former US Recruiting Leader, PricewaterhouseCoopers

Add Sections to Enhance Student Profiles

The image shows a LinkedIn profile page for Lindsey Evans, a student at New York University. The profile is currently in edit mode, as indicated by the 'Done editing' button. The main content area is titled 'Background' and contains two sections: 'Summary' and 'Experience'. Each section has a dashed box below it with a '+ Add a summary' or '+ Add a position' button. To the right, a 'Recommended for you' sidebar lists various sections that can be added to the profile, each with a plus sign icon. An arrow points to the 'Experience' section in this sidebar. The sidebar also includes a section titled 'You can also add...' with more options like Projects, Languages, Publications, Organizations, Honors & Awards, Test Scores, Courses, Patents, Certifications, and Volunteering & Causes.

Profile Information:
Lindsey Evans
Student at New York University
Greater New York City Area | Marketing and Advertising
0 connections

Background Section:
Summary
+ Add a summary
Experience
+ Add a position

Recommended for you:
Experience +
Photo +
Skills +
Summary +
You can also add...
Projects +
Languages +
Publications +
Organizations +
Honors & Awards +
Test Scores +
Courses +
Patents +
Certifications +
Volunteering & Causes +

Add Sections to Enhance Student Profiles: Organizations



ORGANIZATIONS

[NSHMBA](#), [ALPFA](#), [PDMA](#), [Consulting Club](#), [Brandeis University](#), [Technology Club](#), [Brandeis University](#)

Add Sections to Enhance Student Profiles: Courses



COURSES

Brandeis University

- Sales Management
- Marketing Strategy
- Managing Technology and Innovation
- Strategic Management
- Global Marketing
- Operations Management

More Student LinkedIn Profile Tips

- 1 **Professional photo** of student alone
- 2 **Headline** with area of study and/or career ambitions
- 3 **Keyword-rich** summary that includes type of positions student is seeking
- 4 **Inclusion** of volunteer activities, internships and extra curriculars
- 5 **Recommendations** from professors, advisors, internships

2. Add connections with 'warm' contacts and alumni



Friends



Professors



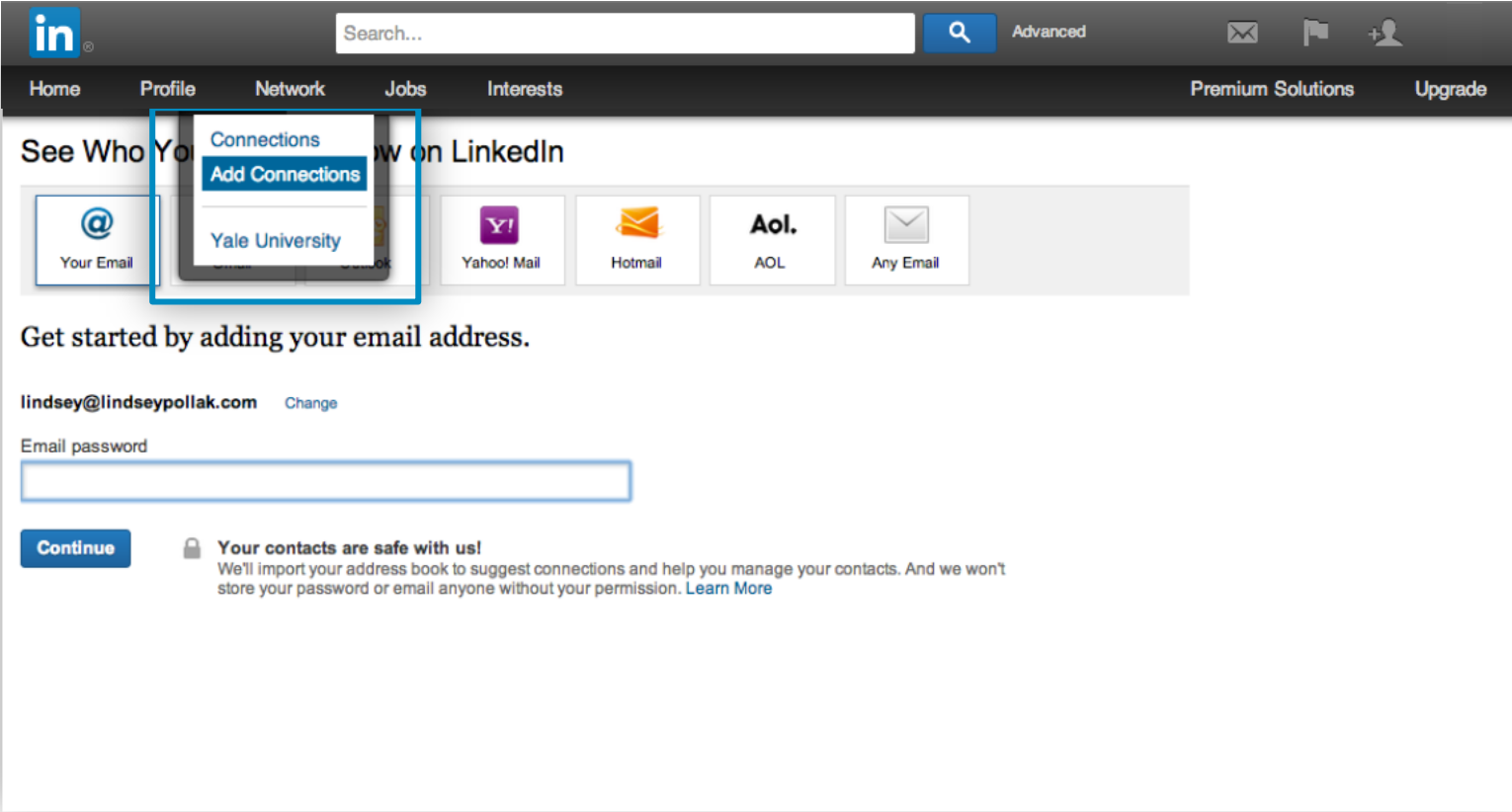
Family



Advisors



Use Address Book Uploader to Connect to People Students Already Know



Write Personalized Connection Requests

 **Invite John to connect on LinkedIn**

How do you know John?

Colleague

Classmate

We've done business together

Friend

Groups

Other

I don't know John

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Lindsey Pollak

Important: Only invite people you know well and who know you. [Find out why.](#)

or



Invite **John** to connect on LinkedIn

How do you know John?

- Colleague
- Classmate

Yale University

- We've done business together
- Friend
- Groups
- Other
- I don't know John

Include a personal note: (optional)

John,

I am a junior at Yale and found your profile in our LinkedIn group. I admire your career in graphic design and hope to pursue a similar path.

Would you be willing to connect with me and possibly offer some advice by email or phone? I would greatly appreciate your time!

Thank you,
Lindsey

Important: Only invite people you know well and who know you. [Find out why.](#)

or

3. Research Companies & Industries

The screenshot shows the LinkedIn homepage with a search bar at the top. The navigation menu includes Home, Profile, Network, Jobs, Interests, Premium Solutions, and Upgrade. A dropdown menu is open under 'Interests', showing options for Companies, Groups, and Influencers. The main content area is divided into several sections:

- Search for Companies:** A search bar with the placeholder text 'Company Name, Keywords, or Industry' and a 'Search' button.
- Companies You May Want to Follow:** A grid of company logos including greylockpartners, EXECUTIVES, TOGETHERville, Path, slideshare, LINKED INTO BUSINESS, nocn, and NATIONAL URBAN FELLOWS.
- Followed Company Updates:** A section showing updates from followed companies. The first update is from JobDoc, featuring a profile picture of a man and the text: 'Using LinkedIn to help during a job search boston.com Q: I've had a good first interview at a company. I found that I share a connection on LinkedIn with the hiring manager. Would it be appropriate for that connection to call the hiring manager now before the second interview...'. It has 42 likes and was posted 11 hours ago. Below the update is a comment box with the text 'ann muange, Laurence Frabotta, and 40 others like this'.
- Ads by LinkedIn Members:** A section with two ads. The first is 'Are You a News Maven?' with a play button icon and the text 'Get insights, tools, and techniques that can help you stay ahead'. The second is 'Tired of Prof Training?' with the State Farm logo and the text 'Want a change? Become a State Farm® Agent & expand your earning potential!'. Both ads have a 'Learn More' link.



Search...



Advanced



Home

Profile

Network

Jobs

Interests

Premium Solutions

Upgrade

[Be the Proj. Manager: - Earn Your MBA w/ a Concentration in Project Management. Request Info](#)



Nike

225,753 followers

[Follow](#)

Home

Careers

Products

Insights



How You're Connected



90 second-degree connections

23,636 Employees on LinkedIn

[See all](#)

Recent Updates

Nike <http://lnkd.in/mapPRn>



Nike Brand president Charlie Denson to receive honorary doctorate

oregonlive.com · View full size Nike Brand president Charlie Denson is a 1979 graduate of Utah State University. Olivia Bucks / The Oregonian Charlie Denson, president of the Nike Brand, will be the commencement speaker for the its 126th...

Like (30) · Comment (1) · Share · 8 hours ago

Matthew Davis, Chris Okazaki, and 28 others like this



Mihai Hoom 'Charlie Denson.. Awesome job Bro:) I look forward meeting you one of these days:) I have something for you:) my thank you to Nike.. Let me know when you are ready.. I shall be waiting.. To work with your creative Brand team, y3s that would be a godsend but, I don't expect it rather it is on the table and so is my element I have for you and NIKE.. Simple yet monumental I feel.. We will see though:) charlie.. Ave an awesome day Bro' ~Hoom
8 hours ago

Add a comment...

Nike Congratulations to Phil Knight (NIKE Chairman and Co-Founder) and Cindy Davis (NIKE Golf President) for being named to Sports Illustrated's inaugural "50 Most Powerful People in Sports" list. Knight (#9) and Davis (#46) are recognized for being the most powerful and ... more

50 Most Powerful People in Sports - SI.com Photos

Careers



Interested in Nike?

Learn about our company and culture.

59 jobs posted

[Learn more](#)

Products

Let Nike know you'd like to see their products and services here.

[Send message](#)




What Makes Nike Unique?

Get the scoop directly from our employees.



[Learn More](#)

[Career Pages](#)


Nike Careers
235,365 followers
Follow

[Home](#)
[Careers](#)
[Products](#)
[Insights](#)

NIKE DIGITAL CAREERS




NIKE+ FUEL BAND - THE INSIDE STORY.

As a member of Nike's Digital team, you will be part of a rapidly growing organization at the forefront of digital innovation. You will join a team responsible for setting overall digital strategy for the Nike Brand, delivering exceptional consumer experiences, tools and services across numerous platforms and serving athletes* 24-7-365 through personal relationships in our social media communities.

*If you have a body, you are an athlete.







- [NIKE DIGITAL JOBS](#)
- [#1 Innovative Company of 2013](#)
- [#1 Creative Brand Ranking](#)
- [NIKE 12th among InDemand Employers](#)
- [#MarketCount](#)


Nike
235,366 followers
Follow

[Home](#)
[Careers](#)
[Products](#)
[Insights](#)

[Hackers seeking jobs - 8,500 computer science students looking for jobs & internships](#)

Employees With New Titles

 Paul D M. Running Digital Manager Previously Global Digital Com...	 Amy A. Studio Manager Previously Producer
 Denise W. Marketing Ops Project Mgr ... Previously SR Producer - Glob...	 Suzanne K. Sr. Information Architecture Bu... Previously Lead User Experien...

Where Employees Came From

[Intel Corporation \(125\)](#)
[adidas \(102\)](#)







What Makes Nike Unique?

Get the scoop directly from our employees.



[Learn More](#) [Career Pages](#)







Former Employees You May Know

 David Gómez-Rosado Executive Director, Brand Exp... Previously Creative Director Ni...	 Robin Carr Board Member The Richmond/Ermet AIDS Fou... Previously Sr. Manager, Public...
 Matt Arnsen Director, Digital Marketing Knowledge Universe Previously Product Manager - ...	 Emily James CEO of James Household Previously Sr. Account Servic...




Top Skills & Expertise

- Footwear (87925)
- Sportswear (51718)
- Sporting Goods (41807)
- Sports Marketing (134792)
- Apparel (861604)

People Also Viewed

 adidas Sporting Goods	 Apple Consumer Electronics
 Google Internet	 adidas group Sporting Goods
 Puma Apparel and Fashion	 Under Armour Apparel and Fashion

Most Recommended

- 
Nuno M.
 Global Digital Marketing, Nike ...
- 
Björn Anderson
 Design Recruiter- Global Talent...
- 
Christine H.
 Pilates Trainer

Student Jobs Portal

<http://linkedin.com/studentjobs>



in Search... Advanced

Home Profile Network Jobs Interests Premium Solutions

JOBS FOR STUDENTS AND RECENT GRADUATES

All superstars start somewhere.

You know where you're going. Find a job where you can make an impact.

Search thousands of student internships and jobs for graduates on LinkedIn.

What kind of job are you looking for?

- ✓ Any Job Function
- Accounting/Auditing
- Administrative
- Advertising
- Analyst
- Art/Creative
- Business Development
- Consulting
- Customer Service
- Design
- Distribution
- Education
- Engineering
- Finance
- General Business
- Health Care Provider
- Human Resources

RECENT OPPORTUNITIES

veinVclinics of America. An IntegraMed Specialty

Marketing Intern
Vein Clinics of America - Greater Chicago Area
June 5, 2013

Follow the LinkedIn “Your Career” channel

The image displays three overlapping screenshots of the LinkedIn website interface. The top-left screenshot shows the search bar with 'Groups' and 'Influencers' highlighted. The middle-left screenshot shows the 'Introducing Channels on the new LinkedIn Today!' page, with the 'Your Career' channel highlighted. The right-side screenshot shows the 'Your Career' channel page with a featured article titled 'Why It's Still Important to Follow Your Heart'.

Introducing Channels on the new LinkedIn Today!
Stay informed about the things you're interested in. Follow Channels to get articles from both Influencers and top news sources.

Here are 5 Channels you may like

- Social Impact: 88,584 followers
- Professional Women: 54,985 followers
- Editor's Picks: 137,059 followers
- Recruiting & Hiring: 216,399 followers

More to follow

- Advice: 58,301 followers
- Your Career: 499,146 followers**
- Business Travel: 33,071 followers
- Customer Service: 37,332 followers

Your Career
502,295 followers [Follow](#)

Why It's Still Important to Follow Your Heart
June 4, 2013
29,135 views, 485 likes, 133 comments, 2,037 shares

Recently Posted

Most Recent | Most Popular

fastcoexist.com
How Would You Feel If Your Co-Workers Decided Your Bonus?
fastcoexist.com · Employee of the month and "spot award"-type bonuses leave it to managers to decide who's doing a good job. If they like a particular employee, lucky...

Like (3) · Comment (2) · Share · 7h

Eboni D., Shiyu (Kevin) L., and Colleen B. like this

Donna L. Love it · 4h

Paul B. Great ideal! Almost like an enhanced 360 review. · 2h

Add a comment...

Other Channels

- Marketing Strategies
- Social Media
- Best Advice
- Big Ideas & Innovation
- Business Travel
- Customer Service
- D11 Conference: Full Coverage of Tech's Big Event
- Economy
- Editor's Picks
- Entrepreneurship & Small Business
- Healthcare
- Higher Education
- Law & Government
- Leadership & Management
- My Best Career Mistake
- Professional Women
- Recruiting & Hiring
- Retail
- Social Impact
- Technology
- The Commencement Speeches You Wish You'd Heard
- Things I Carry

4. Explore Opportunities for Undecided Students

The screenshot displays the LinkedIn 'Advanced People Search' interface. At the top, the LinkedIn logo and navigation menu are visible. The search bar contains the text 'Search...'. Below the search bar, the navigation menu includes 'Home', 'Profile', 'Network', 'Jobs', 'Interests', 'Premium Solutions', and 'Upgrade'. The search results section shows '90,656 results' and 'Save search' options. The search filters are categorized into 'People' and 'Jobs'. The 'People' section includes filters for 'Keywords' (with 'Video games' entered), 'First Name', 'Last Name', 'Title', 'Company', 'School', 'Location' (set to 'Located in or near:'), 'Country' (set to 'United States'), and 'Postal Code'. The 'Jobs' section includes filters for 'Relationship' (with '1st Connections', '2nd Connections', and 'Group Members' selected), 'Location', 'Current Company', 'Industry', 'Past Company', 'School', and 'Profile Language'. The right sidebar contains filters for 'Groups', 'Years of Experience', 'Function', 'Seniority Level', 'Interested In', 'Company Size', 'Fortune', and 'When Joined'. The search results list includes a profile for 'Interactive Website Design and Development Professional' in the 'San Francisco Bay Area - Marketing and Advertising' industry, with '6 shared connections' and a 'Message' button.



video games



Sign in

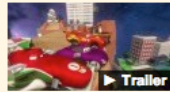
Web Images Maps Shopping News More Search tools



About 2,400,000,000 results (0.21 seconds)

Ad related to video games

Disney Infinity



infinity.disney.com/
Coming to: Xbox 360, PS3, 3DS & Wii
Disney Infinity is Available for Pre-Order. Get Your Copy!
Watch Disney Infinity trailer

Amazon.com: Video Games

www.amazon.com/computer-video-games-hardware.../b?ie=UTF8...
Amazon's Video Games store is your entertainment hub for everything related to Video Games. The store features thousands of games at great prices and allows ...
Xbox 360 - PlayStation 3 - Game Deals - Wii

Video game - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Video_game
A video game (VG) is an electronic game that involves human interaction with a user interface to generate visual feedback on a video device. The word video in ...
History of video games - Video Games (song) - Lists of video games - Genre

Video Games: Console Games, PC Games, Online Games - Best Buy

www.bestbuy.com/site/Electronics/Video-Games/abcat0700000.c?id...
Shop online for Nintendo Wii, Sony PS3, Xbox 360, Wii, Sony PSP, DS video games, console games, PC games, online games, download games, accessories ...

GameStop

www.gamestop.com/
5 Google reviews

Space Cat

www.superspacecat.com/
7 Google reviews

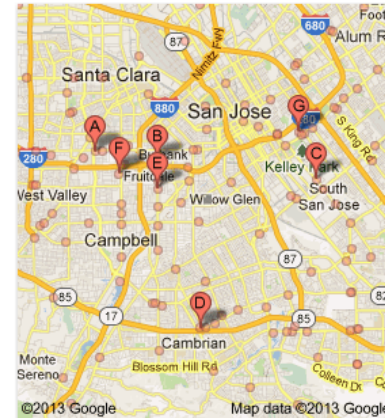
Game World

plus.google.com
Score: 29 / 30 · 12 Google reviews

A 3580 Stevens Creek Blvd
San Jose
(408) 261-9011

B 536 S Bascom Ave
San Jose
(408) 280-7257

C 2114 Senter Rd
San Jose
(408) 288-6119



Map for video games



Search...



Advanced



Home

Profile

Network

Jobs

Interests

Premium Solutions

Upgrade

[A Masters for Design Pros - Get a Media Design MFA, & Focus on Strategy of Great Design. Free Info Now](#)

video games



264,859 results

Sort by: Relevance

View: Expanded

Save Search

More

All Companies

- Electronic Arts (2238)
- Ubisoft (2077)
- Microsoft (1499)
- Gameloft (764)
- Blizzard Entertainment (731)

Show more...

Enter company name

All LinkedIn Members

- 1st Connections (4)
- 2nd Connections (321)
- Group Members (1204)
- 3rd + Everyone Else (263342)

All Locations

- United States (144726)
- United Kingdom (24694)
- Canada (21126)
- Greater Los Angeles... (17400)
- San Francisco Bay... (16344)

Show more...

Enter location name

Industry

Past Company

School

Profile Language

Groups



Jon McDonald (1st)

Graphic Designer and Illustrator
Greater Chicago Area · Graphic Design
43 connections

Current: Freelance at JMcDesigns
Past: Graphic Design Assistant at ... more
Groups: CONCEPT ARTIST · Graphic Design ... more
▶ 21 shared connections · Similar · 43

Message

Basic

Expanded



Ben Severs (1st)

Artist at Black Lantern Studios - Graphite Lab
Greater St. Louis Area · Graphic Design
80 connections

Current: Artist at Black Lantern Studios - ... more
Past: Web Manager/Designer at Beaver ... more
Groups: Graphic design & art director · ... more
▶ 37 shared connections · Similar · 80

Message



Nicholas Schloz (1st)

Assistant Director of Admissions at The Illinois Institute of Art - Chicago
Decatur, Illinois Area · Marketing and Advertising
92 connections

Current: Assistant Director of Admissions at... more
Past: Freelance Designer at Desert Rose ... more
Groups: Desert Rose Design
▶ 24 shared connections · Similar · 92

Message



Jason Wonnell (1st)

Graphic Designer at Attitude Designs
Greater St. Louis Area · Higher Education
149 connections

Current: Graphic Designer at Attitude ... more
Past: Artist, Designer at SIU Carbondale
Groups: Freelance Graphic Artist · Graphic ... more
▶ 35 shared connections · Similar · 149

Message



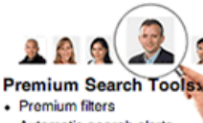
James Mulvenon (2nd)

Graphic Designer at The Marlin Company

Connect

Premium Search

Find the right people in half the time



Premium Search Tools

- Premium filters
- Automatic search alerts
- Full profile access

Upgrade

or Learn more

Ads by LinkedIn Members

Top Media Design MFA



Media Design Master of Fine Arts. Focus on Strategy of Design. Free Info

Custom Stickers



We Print High Quality Vinyl Stickers For Bands, Artists & More.

UChicago DROID

5. Learn Professional Networking Etiquette



http://brandeis.edu/hiatt/network

The screenshot shows the Hiatt Career Center website. At the top, there is a navigation bar with links for ABOUT, ACADEMICS, ADMISSIONS/AID, ARTS, ATHLETICS, NEWS/MEDIA, RESEARCH, and STUDENT LIFE. The main header features the Brandeis University logo and name. Below the header is a search bar with a 'SEARCH' button and radio buttons for 'BRANDEIS.EDU' and 'THIS SITE'. The main content area is titled 'Hiatt Career Center' and 'OVERVIEW: NETWORKING 101'. It includes a sidebar with navigation links like 'HOME', 'ABOUT US', 'FIND YOUR PATH', 'HOW TO', 'NETWORKING 101', 'JOB & INTERNSHIP SEARCH', 'CONNECT WITH EMPLOYERS', and 'GRADUATE & LAW'. The main text describes networking as the initiation, cultivation, and management of professional relationships. It states 'You're already doing it' and lists 'Benefits of Networking: What's in it for you?'. A sidebar on the right contains 'FAQS', 'HIATT'S NETWORKING REQUIREMENTS', and 'FEATURED RESOURCES'. A video player for 'Networking' is highlighted with a blue border.

HIATT CAREER CENTER | BRANDEIS HOME

Brandeis University

ABOUT ACADEMICS ADMISSIONS/AID ARTS ATHLETICS NEWS/MEDIA RESEARCH STUDENT LIFE

Google™ Custom Search SEARCH

BRANDEIS.EDU THIS SITE

Hiatt Career Center

HIATT CAREER CENTER > NETWORKING 101

OVERVIEW: NETWORKING 101

The Hiatt Career Center defines networking as the initiation, cultivation and management of productive professional relationships.

You're already doing it

Networking can be formal or informal and can take place at any time. If you've ever talked to a professor, chatted with a family friend, or made conversation with someone on a plane, then you've already participated in networking. In addition to these interactions, Hiatt encourages you to take a more intentional and professional approach.

Benefits of Networking: What's in it for you?

The process of networking may help you to:

- **Build confidence** in communicating with others
- **Learn industry trends and professional vocabulary** from practitioners
- **Explore industries** through an insider's perspective
- **Identify skills and experiences** of successful professionals
- **Develop personal criteria** to make choices about careers
- **Improve interview skills** through professional conversations
- **Expand your circle of professionals** in your field or job function
- **Learn about jobs and internships** with target employers
- **Give back** by advising others

The Hiatt Career Center has organized the networking process into

FAQS

- What is networking?
- What's in it for me?

HIATT'S NETWORKING REQUIREMENTS

Before you can join Hiatt's LinkedIn group, search alumni on B Careers, or submit a Wisdom Wanted ad, you must:

1. Read, sign and return Hiatt's social responsibility and integrity contract.
2. Watch this online workshop and answer the quiz correctly.

Networking

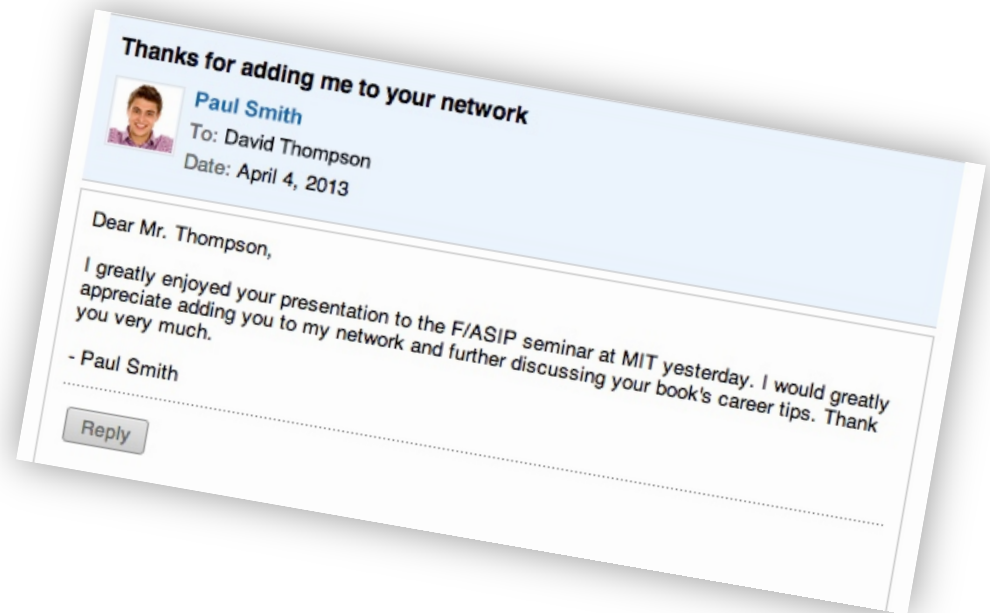
FEATURED RESOURCES

Brainstorming Matrix

Before



After



Questions



Spread the Word!

- Update your LinkedIn status
- Tweet
 - @linkedin
 - @lindseypollak
- Share this link:
 - <http://university.linkedin.com>

Become a Featured Blogger!

The screenshot shows a LinkedIn group page for "Career Services Professionals". The main post is by Manny Unfollow, titled "Featured Blog Post: Is there a 'placement' role for Career Services?". The post text discusses the negative connotations of the word "placement" and advocates for a more balanced perspective. The post has 34 comments and is liked by 19 others, including Ken McPherson, Sarah Breithaupt, and others. The right sidebar contains sections for "Latest Updates" (with posts by Liza Johnson, Maryam Brown Goff, and Theodore Henderson), "Ads by LinkedIn Members" (including "Start a Forum on LinkedIn" and "MIT Executive MBA"), and "Manager's Choice" (a webinar by Lindsey Pollak). The bottom of the post shows interaction buttons: Unlike, Comment, Follow, Flag, and More.

Featured Blog Post: Is there a "placement" role for Career Services?
Nothing can spice up a discussion among career services professionals more than by mentioning the word "placement". Few words generate such passionate responses – most of them negative. "Placement", to many, represents the past - the "old" way of doing things that focused solely on "getting students jobs" or "placing them". Since we never actually "placed" anyone, and didn't want suggest that we could, the word fell to the wayside, actively dropped from the name of many an office eager to disassociate itself from the negative connotations of that work and embracing instead the new world of "career development". Today the terms "placement" and "career development" are often used to represent a dichotomy or polarity of perspectives in talking about the work we do.

We think the word "placement" got a bad rap and perhaps it's time to re-affirm not the use of that word, but what that word represented.

With the clarity of hindsight, we can see that the word "placement" encompassed some vital ideas that are arguably even more important to today's career services work. Placement meant accountability; accountability meant that outcomes should be measured and tracked; it meant that we should try to understand and influence the relationship between an education and the pathways it created for graduates.

As the cost of higher education rises, students and their families are increasingly concerned about the return on their investment of time and money. For more and more families, that return is measured in graduate employment prospects and potential earnings or graduate school admissions success. Make no mistake – first-rate career development counseling is absolutely necessary. It's simply no longer sufficient in meeting the career realities of today – and tomorrow.

So what do we advocate?

We'd love to see less rhetoric about the evils of "placement". We'd love to see a more balanced perspective in career services that values not just career development counseling and advising but also employer outreach and engagement. We'd love to see more professionals interacting with employers – especially outside the walls of our offices - learning more about organizations, employment sectors and labor force trends nationally and globally. We'd like to see less fear of assessment and evaluation of our office efforts and activities relative to student career and employment outcomes.

We believe – semantics and rhetoric aside – that the focus of our work should always be on contributing to positive career outcomes for the students and graduates of our colleges and universities, doing so across the entire continuum of their interests and needs. This focus and commitment, more than anything else, will provide value to our students and their families; to our alumni; to our faculty and university community colleagues; to our employer partners; and to our institutions.

What do you think?

Manny Contomanolis, PhD - Associate Vice President and Director
Rochester Institute of Technology - Office of Cooperative Education and Career Services

Trudy Steinfeld, MA - Assistant Vice President and Executive Director
New York University Wasseman Center for Career Development
3 months ago

Unlike Comment Follow Flag More

You, Ken McPherson, Sarah Breithaupt, MSED, NCC, LPC and 19 others like this
34 comments • Jump to most recent comments

Latest Updates

- Liza Johnson started a discussion: Does anyone use the Kuder Journey for their Career Assessment? And if so, what are the most effective ways of supplying the results to students in relations to majors and occupations? Like · Add comment · 2 hours ago
- Maryam Brown Goff started a discussion: Semester-long internships Like · Add comment · 2 hours ago
- Theodore Henderson started a discussion: 18 Executives Who Lead By Fear Like · Add comment · 2 hours ago

[See all updates >](#)

Ads by LinkedIn Members

- Start a Forum on LinkedIn**
Network, connect, and learn from professionals in your industry. [Learn More >](#)
- MIT Executive MBA**
Rigorous, Part-time, 20-month program. Recharge & Refocus your career. [Learn More >](#)

Manager's Choice

- Next Week's Free Webinar: Learn about LinkedIn's NEW site updates! Lindsey Pollak [See all >](#)

Top Influencers This Week

- Theodore Henderson
- Solomon Davis

Access Free LinkedIn Training Resources

<http://university.linkedin.com>

The screenshot shows the LinkedIn Higher Education website interface. At the top, the navigation bar includes the LinkedIn logo, 'Higher Education', and user-specific options 'For You' and 'For Your Students'. The main banner features a video player with the title 'LinkedIn for Higher Ed Professionals' and a subtitle 'A summary of the many ways LinkedIn's unique data and tools can help you.' Below the banner is a filter menu with tabs for 'All', 'Quick Tip Sheets and Posters', 'Presentations', 'University Pages Materials', and 'Videos'. A central text line reads 'Resources to help you and your key audiences make the most of LinkedIn'. The content area displays a grid of resource cards. The first row includes: 'University Pages: Video Tour' (2 mins, Watch video), 'University Pages: One-Page Overview (English)' (Data Sheet, View), and 'Higher Ed Overview Video' (4 mins, Watch video). The second row includes: 'LinkedIn 101: Overview' (Presentation, View), 'LinkedIn for Career Services and Students: In Detail' (Presentation, View), and 'How to Run an Effective & Valuable LinkedIn Group' (Tip Sheet, View).

Download Today's Slides or Watch Again!

<http://university.linkedin.com>

The screenshot shows the LinkedIn Higher Education resource center homepage. At the top, the LinkedIn logo and 'Higher Education' are on the left, and 'For You' and 'For Your Students' are on the right. A large hero image features three people in an office setting with the text 'Welcome Higher Ed Professionals' and 'We're here to support all you do, from preparing students for careers and engaging alumni to marketing and admissions outreach.' Below this is a white box with the text 'This resource center has customizable presentations, videos, tip sheets for students, and more. Start exploring!'. The 'Top Resources' section has two columns: 'See all for you' and 'See all for your students'. The first resource is 'LinkedIn 101 for Higher Ed', a presentation with a 'Download' button. The second is 'How to Build a Great Student Profile', a tip sheet with a 'Download' button. The 'Key Products' section includes three items: 'Explore the LinkedIn Education Home Page' (Home Page), 'See career paths of alumni with the Alumni Tool' (Alumni Tool), and 'Check out the Student Jobs Portal' (Student Jobs Portal).

