The Higher Ed Professional's Guide to the LinkedIn Students App
It’s a Marathon, Not a Sprint

Finding a post-college job shouldn’t be a mad dash right before graduation. That’s no way to begin a career.

As a higher ed professional, you know students should start exploring their options earlier rather than later. You know it’s not about just finding a job; it’s about discovering a career that matches their skills, course of study, and interests.

Students rely on your expertise to guide them through the process. The LinkedIn Students app can help you advise and inspire them.
It’s a Marathon, Not a Sprint

At LinkedIn, we’re passionate about helping students find a job they’ll love. We believe meaningful work is more than just a steady paycheck.

And we believe a career journey begins long before graduation.

The LinkedIn Students app helps students through the discovery process over time—starting as early as their first day on campus.

Rather than just listing jobs, the app helps students explore career paths based on their school and course of study. It shows where recent graduates with their major are working. And it helps make the connections vital to career advancement.

In the next few pages, we’ll explore how the app can enhance your efforts to help students discover a fulfilling career.
Why It Works: Powered by LinkedIn

At the heart of the LinkedIn Students app is LinkedIn’s network of over 400 million members. This immense amount of data enables the app to identify trends, make predictions, and provide a valuable, personalized experience.

- 93% of companies use LinkedIn for recruiting.
- 80% of positions are filled through a referral.
- 75% of hiring managers report looking at LinkedIn Profiles.
How It Works: **Getting Started**

Students can sign in with their existing LinkedIn account, or simply fill in their school, major and projected graduation date to get started. Students will not need a complete LinkedIn profile to begin using the app.

The app uses this information to deliver a mix of relevant recommendations every day, including:

- Job opportunities
- Alumni to connect with
- Roles to explore
- Articles with career advice
- Companies who hire from their school
How It Works: It's in the Cards

The LinkedIn Students app is easy to use. Each recommendation is on its own card. To flip through the cards, just swipe sideways.

Students can “tap into” the cards for more details. They can then tap the “Star” icon to save roles, companies, and recommended reading to the “My Stuff” section of the app.

The following pages detail the types of cards and how they help students in their career search.
How It Works: Role Cards

Role Cards suggest a type of job students can consider, rather than a specific job opening. Roles are usually held by recent graduates with a similar background.

Students can tap into a role card for a wealth of information, including:

- What the work entails
- What companies hire for the role
- Related job openings
- Top skills related to the role
- Similar positions
- Testimonials from people who hold the role
- Salary ranges

Students can tap the star icon to save the role to their “My Stuff” section.
How It Works: **Recommended Reading Cards**

*Recommended Reading Cards* show an article of interest to students at any stage in their career journey.

These articles are hand-curated from content published on LinkedIn. They’re written by fellow students, inspiring thought leaders, and insightful professionals.

Students can tap the card to read the full article, or tap the star icon to save it to their “My Stuff” section.
How It Works: Company Cards

Company Cards recommend companies that might be a good fit for the student and have hired from their school.

They include insights on the company, info about alumni who work there, roles at the company that match the student’s field of study, and similar companies to consider.

Students can tap a company card for more information, and “Star” the company to see its updates on their LinkedIn homepage, and to add it to the “My Stuff” section of the app.
How It Works: People Cards

People Cards feature recently-graduated alumni students can reach out to, based on shared skills and education.

Students can tap the card to see the person’s full LinkedIn profile.

People cards help students see how the transition from college to career plays out in real life. These cards can act as guidance for students to build their own LinkedIn profile and professional network.
How It Works: Job Cards

Job Cards highlight a specific, current job opening. The app recommends these jobs based on a number of criteria, including:

- Student’s field of study
- Similar jobs held by alumni
- Companies that hire alumni
- Student’s background and skills

Students can tap the card to see the full listing on LinkedIn. They can apply directly from the app, explore similar job listings or other jobs in the company. Students can also “Star” the job to save it in their LinkedIn account, so they can apply later from a desktop or laptop computer.
How It Works: Other Cards

The **My Stuff Card** contains links to the students’ saved content.

The **Settings Card** (accessible from the gear icon on the My Stuff section) lets students change their major, notification preferences, and other settings.

**Extra Credit Cards** are additional tasks that appear after the 5 daily cards. For example, these cards can include prompts for them to complete their LinkedIn profile, share the app with others, and more.

The more information students add to their LinkedIn profile, the more relevant the app’s recommendations will be.
Help Students Begin a Lifelong Journey

This year’s students are digital natives. Not only that, they’re mobile natives. Many got their first smartphone in elementary school.

The LinkedIn Students app brings the career journey to where today’s students live: It’s online, mobile, and social.

As a higher ed professional, you’re dedicated to helping students discover their career path. The LinkedIn Students app can enhance your efforts, encouraging students to invest time each day building their future.

Download on the App Store

Get it on Google Play
How LinkedIn Can Help

If you’re ready to put the world’s largest professional network to work for your students, here’s how to get started:

• Visit https://university.linkedin.com to learn more, and find marketing assets you can use to promote the app on-campus.

• To bring your students the most value, consider partnering with LinkedIn to give your students a customized version of the app with content tailored for your school. Learn more at https://university.linkedin.com