



The LinkedIn Alumni Tool for Alumni Officers

www.linkedin.com/alumni



The newly redesigned Alumni Tool can help you and your school...

1. See what alumni are up to

You may be surprised about what your grads are up to! See where your alumni work, what industry they're in, what they're skilled at, and more. Expand the list to see the top 25 in each category. Or search for specific employers. At the top is a count of the alumni and students that meet your criteria.

2. View specific groups of alumni

Every bar is clickable and dynamically updates everything else! Refine a search by clicking a blue bar, such as a city in "Where they live." The other categories like "What they do" and "What they studied" also change. What they studied is an easy view into alumni by their majors. Dig in!

3. Go where your alumni are

"Where they live" is a way to focus your alumni activities - the markets in which you have a critical mass. You can also cut this info by what they're doing or what they studied. Then tailor outreach or programming accordingly.

4. Provide development insights

You can offer targets for corporate relations. "Where they work" is a global view of the top employers of your alumni. Add the "Where they live" filter and you have a highly targeted lead generation list.

5. See their stories

You can view the specific alumni who meet your search criteria. Scroll down to get a snapshot of title, how you're connected, and graduation year. Click again to get more detailed profile info. A great way to identify alumni who can help you out!

6. Get specific with search

The search box (with the magnifying lens) is a hidden gem! You can search alumni profiles for key engagement terms (such as entrepreneurship, athletics, music, art, etc.) to see how interests align by market and build appropriately targeted programs.

7. Strategically leverage alumni

Looking to alumni to help absorb costs for off-campus events? Search "What they do" in categories such as Marketing or Real Estate (with "Where they live") to uncover local alumni that may be able to provide event space or funding.

8. Tap notable alumni

Accomplished alumni are great resources for career or professional development events, or in targeted promotional materials. Search by "What they're skilled at" to pinpoint alumni with specific skills. And don't forget about the Notable Alumni on your University Page as a lead list for engagement.

9. Know your connectivity

"How you are connected" is a personalized section that allows you to see if you're eating at your own restaurant - whether you're actually connected to (and staying engaged with) a sizable portion of your alumni.

10. Search alumni by year

You can filter results by using "Attended" or "Graduated" with specific dates - great for reunion campaigns or programming. Don't forget you can also search to see the interests of each class!