Using the LinkedIn Alumni Tool in Career Counseling

A resource for students in all phases of career development

From helping a student on choice of major to strategizing on the job search, LinkedIn’s searchable database of your institution’s alumni is an easy way to explore possible career paths.
Use the Alumni Tool to help students…

1. **Choose a major with outcomes in mind**
   Browse careers of alumni based on academic major. Show students “What they studied” for real-world examples of what they can do with any field of study in just one click. You can expand the list by clicking ‘See more’ to view the top 25.

2. **Explore industries and paths outside of a major**
   For students with broad majors or interests, “What they do” categorizes alumni by industry. You can add multiple filters in the Alumni Tool: For example, once you select an industry, you can also click “What they studied” to see the related various majors.

3. **Determine top skills to develop now**
   For students who know their target industry, show them the skills that are most valuable. Click on the desired industry in “What they do,” then “What they’re skilled at” to see the top skills of alumni in their chosen field.

4. **Find contacts outside of your geographic sweet spot**
   Employers in your region are the most likely to attend your career fairs and post job opportunities. Check out “Where they live” to show students possible warm contacts in their hometowns or other desired destinations post-graduation.

5. **Connect with an insider at an employer of interest**
   Show students where your alumni work under “Where they work.” You can also use the search area within the tool to refine results based on keywords on alumni profiles or to locate a contact at a specific company of interest.

6. **See how skills can be transferable**
   Students often don’t have good information about how skills can apply across different types of jobs. Have them click their top skills in “What they’re skilled at,” and then sort through the resulting popular industries and career paths to help them see how skills are transferable.

7. **Discover the power of their alumni network**
   Students may want to work in a specific geographic region, a given industry or somewhere that they can use certain skills. Using any or all such filters, they can then see how their networks may already connect them to valuable contacts under “How you are connected.”

Just some ideas to get you going - there’s plenty more to explore! Check out the Alumni Tool at linkedin.com/alumni or on your school’s University Page.