


The Student Job Hunting Handbook

Part 1



A practical guide for
kick-starting your career

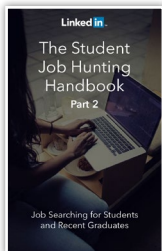
The Student Job Hunting Handbook

Part 1

A Practical Guide for Kick-Starting Your Career

Moving into the working world is a big change. But tackling this challenge is well within your grasp. This guide is broken into bite-sized sections, offering resources to help you enter the workforce with confidence. And unlike other handbooks, our insights are pulled from 400 million active professionals. Read all, or just the most relevant sections.

In part 1, we reveal how to kick-start your career journey.



In Part 2, we delve deeper into job searching tools, networking tactics, and preparation strategies.

Part 2: Job Searching

[Download Now](#)



Part 3 features real-world insights and tactics to help you nail each and every interview.

Part 3: Interviewing

[Download Now](#)

Part 1

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Section
1

Job vs. Career: Choose Your Own Adventure



How College Grads Can Move into Professional Life with Purpose

So you crushed college, and now it's time to apply your education in the working world. Nice. Whether you are dabbling with the idea, or searching furiously for that first big gig, there are small steps you can take to ensure your first job works in lock-step with your long-term career goals.

Overcome Pressure

At times, you may feel immense pressure. It's natural, but don't let it stop you, because careers last a lifetime. Work hard, learn and develop lasting relationships. Soon enough, the pressure will pass.

Be Proactive

One of the most common complaints from employers is that millennials get bored and sit on their hands. Turn your boredom into opportunity by getting proactive. Get creative and seek solutions. Young professionals who solve problems move up faster.

Set Simple Goals

The workplace can be wonderful, yet confusing. Gain control by setting simple goals. Ask to shadow talented co-workers. Make a list of skills you want to learn and get senior professionals around you to weigh in. Keep a checklist and hold yourself accountable.

“Look for a job you can knock out of the park. Then, become indispensable. You don’t have to kill yourself working seventy hours a week to get there, but consider putting in forty-five.

Even a handful of extra hours on special projects will fast-track your success.”

– J.T. O’Donnell, CEO Careerealism



Section
2Using Personality Assessments
to Kick-Start Your CareerAdvice from an Expert:
Chester Elton

Personality assessments are a handy compass, helping you get your career pointed in the right direction.

The following tips from *New York Times* bestselling author, motivational speaker and employee engagement expert Chester Elton will help you get the most out of each unique evaluation:

Tip #1: Take Stock of Your Skills, Strengths & Desires

"The beginning of your career is the best time to dig deep, and take stock of your skills, strengths and desires," Chester reports. "Myers-Briggs, Parachute, Pymetrics—all the assessments out there can give you some solid input. Take one, or take them all and see what you find out!"

Tip #2: Uncover What Matters Most

Getting a grasp on your unique personality also helps put your values into perspective. "Knowing your values will help you to find a company that is a good fit," Chester says. "Too many people get caught up with the company brand, but if it doesn't match up with your core values, it simply won't be a match."

Tip #3: Define What You Need to Learn

The biggest value in taking personality assessments is discovering knowledge gaps, and areas for growth. According to Chester, "Many students are good at book learning, but you also need to be a student of leadership, of teamwork and of job seeking. This isn't typical coursework, but it's exactly what companies are looking for."

Section
34 Steps for Identifying
a First Job That Fits

Making your first career move can kick-start your entire job journey.

Take it from Chester Elton—who reports, "Your first job is a big deal. But, keep striving for the perfect role. You have your whole career ahead!"

1 Create a Mentor Network

Having a mentor network is not just good for advice, but will also be where you turn when it's time to find a new job. Include a mix of friends, family, classmates, professors and other advisors in your network. Utilize LinkedIn's Alumni Tool to find potential mentors, ask specific advice, or stay in touch.

2 Take a Personality Assessment

Your personality is your biggest asset. It can certainly tip the scale in your favor during the interview process. Use your assessment results to target companies and roles that match your values and personality.

3 Research Company Culture

Matching your values to a company is key to success. If it's not a match, you might have a negative experience. Check out the Careers sections on LinkedIn Company Pages to learn about the culture of specific organizations.

4 Get Out Fast if it Doesn't Fit

While your first job is important, don't be afraid to make a change if it doesn't work. Be an advocate for yourself. Speak to your manager about reshaping the position, and if need be, seek a new opportunity.

“Too many people get caught up in the reputation and company brand. Worry more about whether YOUR brand and personality align with the company values. Does it feel like a fit? It should!”

– Chester Elton, New York Times Bestselling Author

Section 4

LinkedIn Profile vs. Traditional Resume: 4 Key Differences

Background

Summary

Sustainability:

Environmental, organizational, social – this word means different things to different people. To me, sustainability is finding and creating effective and lasting solutions to questions that may not yet exist. It's following my passions and actively building skills that will guide me toward success, my version of it anyway. I believe the way to success is thinking beyond yourself, creating shared value for your own organization as well as the larger community.

As I finish up my Senior year at Haas School of Business, I plan to incorporate social and environmental sustainability into every aspect of my personal and professional life. I want to collaborate with an organization that empowers people to think beyond themselves, to create innovative and lasting solutions that make an impact.

I most recently worked as part of the Campus Recruiting team under the Global Talent Organization at LinkedIn. LinkedIn's dedication to talent and mission of connecting professionals with economic opportunity align perfectly with my definition of sustainability. At LinkedIn, I absorbed new strategies, owned my projects (and the mistakes that may come with them), and transformed my skill-set to prepare me for whatever may lie next.

Skills and Interests: Event Planning, Recruiting, Branding, Marketing, Sales, Social Sustainability, Environmental Sustainability, CSR, Social Enterprise, Nonprofit Consulting, Youth Education

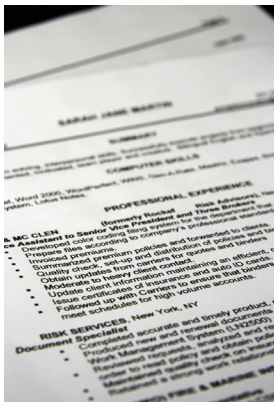
Experience

Human Resource Intern
LinkedIn
June 2015 – August 2015 (3 months) | Sunnyvale, CA

Talent Acquisition Events Team

- Recruited, planned, and executed LinkedIn's HR Hackathon, "LinkedIn Festival", duties included creating and managing registration page, owning event email account, sourcing and recruiting participants, working with third party vendors, and running the day-of event flow
- Created attendee packet, managed volunteers, and executed day-of tasks for LinkedIn's Annual Intern HackDay
- Revamped LinkedIn's current Tech Trek model to increase ROI through interactive activities and a streamlined follow-up process while incorporating LinkedIn's diversity initiative
- Designed model for a proposed "Shadow Day" event that invites High Schoolers from underprivileged areas to "shadow" a LinkedIner to expose them to the workforce and provide them with the skill set to land their first job

+ 1 course



One of the most common questions we hear from students is, "What's the difference between my LinkedIn profile and my resume?"

Great question.

If you start with a rock solid resume, your LinkedIn profile won't take too much work. Understand the following differentiators to get the most out of your LinkedIn profile:

Depth

Your LinkedIn profile gives you room to elaborate. Go deeper with volunteer experiences to demonstrate skills, experience, and personality. Add project samples, such as images, documents and videos of your work.

Personality

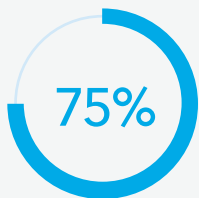
Your profile allows hiring managers and recruiters to actively seek you out. Add your skills and experience, but more importantly show them your unique path and personality. Your profile summary should truly set you apart.

Recommendations

Your resume rarely contains recommendations from peers, professors, or past co-workers, whereas your profile has a section dedicated to this information. Hiring managers use Recommendations to measure the quality of an applicant.

The Platform

LinkedIn is a living and breathing network where other students, recent graduates, professionals and employers can interact with and contact you. Your profile is a great way to share—not only your experience—but also your personality and interests.



of hiring managers
report looking at LinkedIn
profiles to learn about a
candidate's background.

Share



Section 5

Crafting a LinkedIn Profile That Rocks

Home Profile My Network Jobs Interests Business S

Eliza Beckett
 Graduating Senior at San Diego State University
 San Diego Bay Area | Marketing and Advertising

Current San Diego State University
 Previous LinkedIn, Chi Omega Fraternity, Impact Hub Bay Area
 Education San Diego State University

Send Eliza InMail

☆ <https://www.linkedin.com/in/becketteliza>

Posts

Published by Eliza

When LinkedIn Gives You Lemons

Ads You May Be In

Mizzou We'll sl change

Unsec

Profile Optimization Tips

Your LinkedIn profile is how future employers get a glimpse of your personality, skills and strengths. Get ahead of the career game with the following profile tips:

Your Photo: First Impressions Really Count

- A photo adds credibility and offers a first impression.
- A nice shirt will do just fine—no need for a suit and tie if that's not your style.
- Shoot in a bright location and upload a clear photo. Smile and be yourself!



Members with photos get

14x more profile views
on average.

Share



Your Headline: Get Aspirational

- This is your “slogan”—the one professional fact people should know.
- Your headline should describe what you’re doing now, and where you see yourself in the future.

Example: “Business major seeking marketing position” or “Engineering student excited about tech opportunities”



of hiring managers will decide whether to move forward with a candidate’s application based on their LinkedIn profile.

Share



Your Experience: Share Your Accomplishments

- Your description is one of the most relevant and important sections for viewers, where you can describe your skills and accomplishments in detail.
- Include internships, summer jobs, part-time gigs, and even unpaid work. Focus on skills learned, as opposed to tasks. For example, learning customer service skills as a cashier will be more important to employers than your ability to bag groceries.
- Bullet points are preferred over running text.



1/5 hiring managers

say they've hired someone because of their volunteer experience.

Share



Your Education: Pivot Into the Professional World

- Add your school, degree and major in your profile. It's common for companies to recruit from specific schools, so this piece is key.
- If you have relevant coursework and a strong GPA—add it to show what you've worked hard for.

Your skills, projects and summary are additional items to optimize. These pieces demonstrate to recruiters that you are truly a high-quality candidate.



Members with a school tagged in their profile get

10x more views
on average

Share



Your Skills: How They Find You

- Include a minimum of five skills, whether learned in class or from jobs.
- Skills help recruiters find you and discover where you shine.
- Include general and specific keywords, as well as both your hard and soft skills. For example, you may include, "Leadership" and "Microsoft Excel." If you include "Marketing," consider getting more specific with, "Email Marketing."



LinkedIn members with at least one skill tagged get

13x more profile views

Share

[in](#)

[f](#)

[t](#)

Your Projects: How They Assess Future Work Output

- Consider including class assignments, extracurricular output, or personal projects that demonstrate your future potential.
- Projects allow you to demonstrate how your classroom learning can apply to real-world challenges.



1/3 of hiring managers

are interested in seeing hobbies and extracurricular interests.

Share



Your Summary: Tying It All Together

- Write a killer summary that ties your experience, personality and top skills together.
- Use your summary to describe your trajectory. Where will your skills, experience and future goals take you?
- Get creative—this is your biggest opportunity for showcasing your personality. Include hobbies, interests, and write in your own tone of voice.



of hiring managers report candidates do not describe their job roles with enough depth and detail on LinkedIn.

Share



See our profile checklist for more tips.

[Download Now](#)

Section
6Getting Started
With Networking**Advice from an Expert:**
Jim Citrin**Relationship Building Strategies
for Students**

Take a few tips from CEO Recruiter Jim Citrin. He knows, more than nearly anyone, how important relationships and networking are to career development. Before embarking on your search, consider people you already know, and how they can help.

Break Out of Your Silo

Don't make the mistake of waiting until you need a job to start building your network. Building relationships and finding a job takes time. Break out of your comfort zone—and college silo—to lay this groundwork early on. Share your goals with friends, family and co-workers so they know how to help you.

Build Your Own Board of Advisors

Reap the benefits of your network by selecting a handful of people you trust and can lean on for straightforward advice. After selecting your "board," reach out with tailored questions. Consider utilizing LinkedIn's Alumni Tool to reach out and build your board of advisors.

Nurture Your Current Network

Deepening ties with past and present mentors and professors will increase the value of your network. Be sure to add these people as Connections, and send friendly LinkedIn messages every few months. Offer up your assistance, if it seems relevant. It might sound simple, but these small gestures will add up to future success.

Section
7

Three Types of People to Include in Your Circle



Networking isn't all about growing your list of contacts.

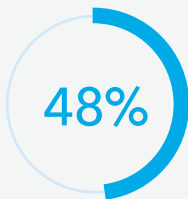
In fact, it is important to be selective as you make new connections. Getting advice and feedback from a hand-picked group of strategic advisors can truly tip the scales in your favor. Consider seeking feedback from the following three types of people within your network.

Connection #1: The Advocate

- Knows you on a personal level
- Acts as a trusted sounding board
- Likely a close friend or family member

Example question for The Advocate:

"How can my first few jobs line up with my personal values?"



of job seekers consider The Advocate the most helpful person in their job search.

Share

[in](#)

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[t](#)

Connection #2: The Strategic "In"

- Well-connected individual
- Demonstrates willingness to make connections on your behalf
- Likely alumni, past internship advisor, or professor

Example question for The Strategic "In":

"I'm interested in learning more about company X. Would you be willing to connect me with someone who works there?"



of job seekers consider The Strategic "In" the most helpful person in their job search.

Share

[in](#)

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Connection #3: The Subject Matter Expert

- Offers superior insight on a specific industry
- Can give an unbiased opinion
- Likely an alumni contact, professor, or family contact

Example question for The Subject Matter Expert:

"Where have professionals with my skills been most successful in your industry? Which skills should I focus on developing if I want to grow in this industry?"

Section
8

Additional Resources



Congratulations! Your career journey is now well underway. To take the next step, download Part 2 in our series. This second guide features job search tools, tactics, and preparation strategies.

Part 2: Job Searching[Download Now](#)

Ready to start applying? Then Part 3 is for you. This guide features real-world insights and interview tips to help you land a job.

Part 3: Interviewing[Download Now](#)



The Student Job Hunting Handbook

Part 2

Job Searching for Students
and Recent Graduates

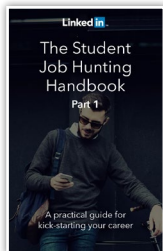


The Student Job Hunting Handbook

Part 2

Job Searching for Students and Recent Graduates

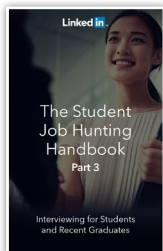
Before you begin the job search, you'll need to know where to look and which tools can help. Our second installment in the Student Job Hunting Handbook series will cover tips, tactics and strategies for job searching.



If you're just getting started, read Part 1 before continuing with Part 2. In Part 1, we discuss tactics and tools to jump-start your journey.

Part 1: Getting Started

[Download Now](#)



Are you ready to start interviewing? Consider downloading Part 3, which features real-world insights and interview tactics.

Part 3: Interviewing

[Download Now](#)

Part 2

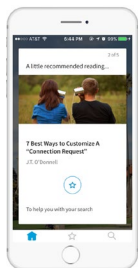
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Section
1How LinkedIn Can Help—
Student Jobs App Intro

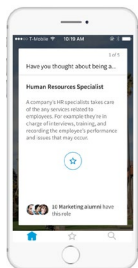
The LinkedIn students app can help you land your first job.

It's a good idea to begin exploring your options early on. The sooner you dive in, the faster you will feel in control of what's next. The new Students App can take the guesswork out of your job search. Here are some of the most helpful features:



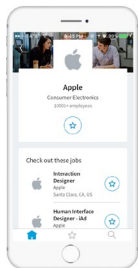
Hand-picked Articles

Custom content and stories chosen by other students to empower and prepare you.



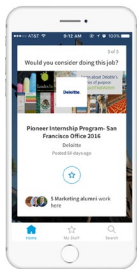
Role Suggestions

Role suggestions based on your school, major and profile to help you uncover unexpected opportunities.



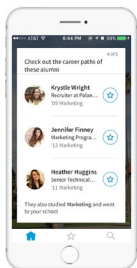
Company Recommendations

Ongoing suggestions for companies to watch that regularly hire students with your major and from your school.



Consider This Job

Job listings based on your profile. Save your favorite jobs and apply when you're ready.



Alumni Connect

A rotating cast of recent alumni with majors similar to yours. View their path and reach out for advice!

Android App

Download Now

iOS App

Download Now

Section 2

How LinkedIn's Alumni Tool Can Help



University at Buffalo
Buffalo/Niagara, New York Area

Add to board

Suggest

1,365 interested in attending

Home

Notables

Students & Alumni

Recommendations

LinkedIn for Education

135,041 results

Search this set

Attended

1900

to

2016

Change university

What they do

Education	12,319
Engineering	10,345
Healthcare Services	9,512
Sales	9,427
Operations	9,069
Entrepreneurship	7,051
Research	6,845
Information Technology	6,231
Finance	5,785

Where they work

M&T Bank	830
Citi	583
Roswell Park Cancer Institute	436
Wegmans Food Markets	369
HSBC	342
Buffalo State College	315
First Niagara Bank	300
Moog Inc.	298
IBM	295

What they're skilled at

Microsoft Office	26,613
Customer Service	21,295
Microsoft Excel	19,995
Management	19,969
Public Speaking	19,925
Leadership	19,540
Research	18,052
Microsoft Word	16,275
PowerPoint	295

The professional world can feel foreign among soon-to-be graduates.

If you're wondering where your degree could lead, LinkedIn's Alumni Tool—found on your University Page—can help you explore the possibilities. Here you will find useful alumni connections and discover companies that hire from your school. Here are a few ways to make the most of the Alumni Tool:

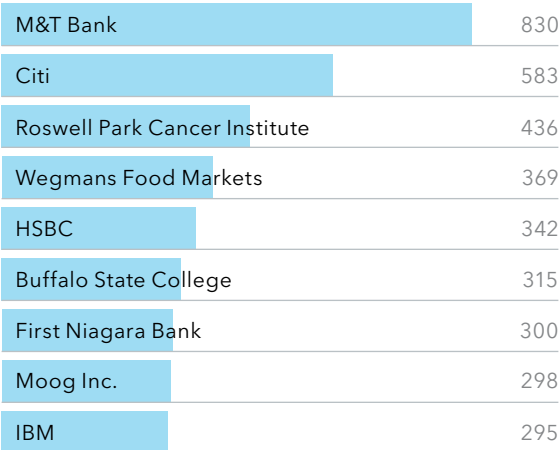
What they do

Education	12,319
Engineering	10,345
Healthcare Services	9,512
Sales	9,427
Operations	9,069
Entrepreneurship	7,051
Research	6,845
Information Technology	6,231
Finance	5,785

Discover Where Your Degree Can Take You

Using the Alumni Tool, you can find common career paths for students who graduated with your degree. Narrow results to find alumni in a specific location, company, or occupation. Then, get social by connecting with the most relevant professionals you find. They may be quite happy to help you along in your journey.

Where they work



M&T Bank	830
Citi	583
Roswell Park Cancer Institute	436
Wegmans Food Markets	369
HSBC	342
Buffalo State College	315
First Niagara Bank	300
Moog Inc.	298
IBM	295

Target Companies

Companies tend to hire graduates from specific schools. The Alumni Tool displays the top 25 employers for your school based on where alumni work. Starting your search with these organizations will put you well on your way.

What they're skilled at

Microsoft Office	26,613
Customer Service	21,295
Microsoft Excel	19,995
Management	19,969
Public Speaking	19,925
Leadership	19,540
Research	18,052
Microsoft Word	16,275
PowerPoint	295

Identify the Skills You Need

The Alumni Tool surfaces professionals with your degree and background. Take stock of their skills, using this as a starting point for goal-setting and skill-mapping. Consider reaching out to ask a few questions about how they learned the ropes after college.

[Find My University Page](#)

Section
3

Using LinkedIn to Develop and Strengthen Weak Connections

**Advice from an Expert:**
Jim Citrin, CEO Recruiter

Just say “networking” and you will see many young professionals break out in a cold sweat. Relax. There’s no need for faking it. It’s all about building organic and lasting relationships. Whether you realize it or not, you already have plenty of contacts you can add to your LinkedIn network. As you embark on a new career path, consider the following tactics for building your LinkedIn connections:

Connect with Friends

Whether you met in biology class or at a student event, the peers you interact with in college are perfect candidates for growing your network. You never know where they'll end up.

Prioritize Super-Connectors

It's not just about who you know. Who your connections know matters too. That's why you should connect on LinkedIn with peers with the largest networks. These relationship builders can give you a head start in your job search.

Learn From Groups

Join relevant LinkedIn Groups where you can learn from like-minded professionals. Keep in mind, you can direct message group members. One more way to widen your network!

[Learn More about Groups](#)

Section
4

3 LinkedIn Connection Request Templates



Most LinkedIn members are open to connection requests.

Although you'll need a good reason for connecting in the first place, which your custom connection message should demonstrate. The following are the top connection types and templates for starting off on the right foot:

1 Someone You've Never Met

Whether a professional from a LinkedIn Group, someone you admire, recruiter, or alumni, finding common ground should be your primary goal. Get their attention and quickly validate yourself. Consider using the following template:

Dear (insert name),

I have been reading your blog for six months and really appreciate the insights you share. I even quoted your most recent piece in my capstone thesis paper.

I would love to spend twenty minutes hearing how you got started and get some feedback about skills I could develop. Please let me know if you would be willing to chat.

*Thank you,
–(Insert name)*

2 Someone from Your Past

Even if you worked together previously, this contact might not remember you right away. Therefore, stress the capacity in which you worked together. Consider using the following template:

Dear (insert name)

I enjoyed working with you at (insert company) from 2009-2010. In fact, I still use some of the Excel workarounds you taught me!

If you are free sometime in the next month, I would love to catch up and hear more about your role at (insert company).

Best,

–(Insert your name)

3 Someone You Know

Even close acquaintances appreciate positive vibes. When connecting with current colleagues, compliment them on recent projects, interests, or strengths. Consider the following template:

Hi (insert name),

I'm excited to be working with you in the (insert company division). I have heard nothing but glowing reviews of your leadership so far.

I'm excited to pitch in and help out in any way I can!

Best,

–(Insert your name)

Section
5

Building Relationships through Informational Interviews



Networking is truly just an extension of your social life.

It's about building organic relationships rooted in professional respect. Informational interviews are a great way to capitalize on these relationships, build conversational skills and learn more about companies. Here are some ways to rock your informational interviews.

Don't Ask for a Job

Once you're face-to-face with the interviewer, you may be tempted to go for gold. Instead, plant seeds and gather intel. Approach it with a humble attitude, seeking specific career advice.

Take the Lead

In a job interview, you're typically answering all the questions. An informational interview is your opportunity to ask questions. Conduct research beforehand on the company and your interviewers via LinkedIn profiles and the company's LinkedIn company page. Be sure to prepare questions in advance.

Listen Actively

Listening is half of communication. Respond both verbally by asking follow up questions and non-verbally by maintaining eye contact. This conveys listening skills and builds rapport.

Leave the Door Open

At the end of the interview, ask if there are other company contacts who could also help. Additionally, they may know about companies who are hiring. Ask for permission to stay in touch. Finally, be sure to follow up with a thank you note, no later than 3 days later.

*“Do your homework!
Prepare relevant questions
for your interview. This is a
chance to learn everything
about the company!”*

– Jim Citrin, CEO Recruiter



Section
6How LinkedIn Can Help—
Company Pages**LinkedIn**

Internet

5001-10,000 employees

Home

Careers



Company pages can help you prepare for an interview.

Company research is a crucial step before each interview. With over 3 million companies already on LinkedIn, Company Pages are the perfect place to learn about a company's operations, current news, employees and more. Here are 4 ways LinkedIn Company Page can help:

1 Discover Top-of-Mind Topics

Most company pages contain a feed of recent articles and announcements. Take a hard look at the news they share. This will reveal company initiatives and topics. For an easy way to stay up-to-speed during your search, simply follow your target companies on LinkedIn.

2 Uncover Connections

The “How You’re Connected” tool shows who you might know at a company. If you’re not connected directly, looking at the 2nd degree connections will show which of your 1st degree connections can make an introduction. Reach out to current employees to learn about the company’s culture.

3 Align on Culture and Values

Most Company Pages contain a mission statement of some kind. Seek to uncover where your values align with a prospective employer. You’ll have a much better answer when the hiring manager asks, “Why do you want to work for us?”

4 Find Similar Companies

Each company page will have a “People Also Viewed” section. This is a great tool for finding companies you hadn’t yet considered.

[View LinkedIn’s Company Page](#)

Section 7

4 Ways to Join Conversations Using LinkedIn Groups

The screenshot shows the LinkedIn interface with a search for "creative professionals". The results are categorized under "Your groups related to 'design thinking'".

DesignersTalk: Creative Professionals
2,105 members • 4 new discussions

Discover new groups based on "design thinking"

Getting started in your Design career
2,105 members • 4 connections

This is a group for User Experience Design professionals to expand our network of people and ideas. This group serves as a common platform, which brings all User Experience Professionals, Information Architect, Graphic designers, User...

You know 15 members [Preview](#) [Request to join](#)

Interaction Design Association
2,105 members • 4 connections

Welcome to the Interaction Design Association (IXDA) LinkedIn group. IXDA is the first global professional organization devoted exclusively to the needs of interaction design practitioners and the growing discipline of interaction design. We invite ...

LinkedIn Groups can expand your connections beyond friends and fellow alumni.

You can meet professionals who share your career interests and gain insider knowledge from leading industry voices. Here are four ways to use LinkedIn Groups:

1 Listen and Learn

Groups allow professionals to listen in and collect insights for future interviews. Best of all, you can find conversations taking place between professionals with your dream job—and those in charge of *hiring* for your dream job.

2 Demonstrate Your Knowledge

Groups are a good place to start building your professional reputation. Take the first step by sharing relevant articles or commenting on a topic. Your voice can be just as informative as any other professional.

3 Grow Your Network

Groups allow members to see the full profile of anyone else in the same group. It's a great way to learn the lingo and connect with new professionals. Start with groups for students or the alumni of your college.

4 Insider Tips

- Recruiters and HR staff regularly post jobs in groups, often exclusively. Keep an eye on your groups to get the first crack at the best opportunities.
- View senior professionals profiles to see what groups they participate in.

[Get Started with LinkedIn Groups](#)

Section
8LinkedIn Member
Success Story

Advice from an Expert: Rutha Nuguse

**Building Relationships Early and Often
Using LinkedIn**

After reading that strong, professional relationships would be her ticket to a good job, Rutha started planning her path to career success as a senior in high school. After several internships, Rutha landed a full-time job as a Software Validation Engineer at Intel. Below, Rutha shares her favorite LinkedIn features and how they helped her advance her career faster:

Starting with a Complete and Compelling Profile

Rutha started by uploading a profile photo, filling out her work experience, listing her accomplishments and sharing awards. Finally, she validated her experience by getting recommendations from teachers and former employers. "Recommendations were key," Rutha told us. "They demonstrated that my experience, skills and languages were totally legitimate."

Building Influence with LinkedIn Groups

Rutha quickly learned she could make an impact by joining relevant conversations via LinkedIn Groups. "I used [LinkedIn Groups] to stay current and jump in on industry conversations," Rutha reported. "I got more profile views and my connections went way up."

Leveraging the LinkedIn App at Events

Finally, Rutha built relationships fast by using the LinkedIn app at networking events. "I used the app as a business card," Rutha said. "I would go to events and add people right when I met them." At one event, Rutha met an Intel employee. She struck up a conversation, connected on LinkedIn, then followed up afterwards with her resume. She was hired a month later.

“Get involved, update your profile and stay connected with everyone. 90% of people at events have LinkedIn, so I always add them right away using the mobile app.”

– Rutha Nuguse



Section
9

Additional Resources



Nice work! Finishing this guide puts you one step closer to your dream job. Ready to start interviewing for jobs? Then Part 3 is for you. In our final Job Hunting Handbook, we discuss real-world insights, interview tips and networking tactics for getting the job.

Part 3: Interviewing[Download Now](#)

If you're just getting started with your search, consider downloading the first guide in our series.

Part 1: Getting Started[Download Now](#)



The Student Job Hunting Handbook

Part 3

Interviewing for Students
and Recent Graduates

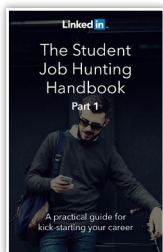


The Student Job Hunting Handbook

Part 3

Interviewing for Students and Recent Graduates

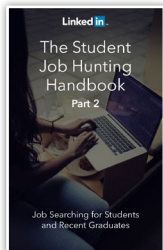
If you're not ready to start interviewing, consider reading our first two guides. The first will help you lay the groundwork. The second will arm you with knowledge to discover jobs that fit your skills and personality.



If you're just getting started, read Part 1 before continuing with Part 2. In Part 1, we discuss tactics and tools to jump-start your journey.

Part 1: Getting Started

[Download Now](#)



In Part 2, we delve deeper into job searching tools, networking tactics, and preparation strategies.

Part 2: Job Searching

[Download Now](#)

Part 3

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Section
1

Build Relationships to Get the Job



They don't grade on networking skills in college.

But in the professional world, your long-term success relies on the relationships you form. For many students, networking can feel foreign. With some practice, however, you will quickly discover the benefits of building relationships. Here are some strategies to get started:

Obvious: Former Professors & Bosses

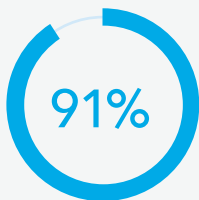
Ask former bosses and professors to provide endorsements, recommendations and to act as references. Make sure you are connected to them on LinkedIn because only your 1st degree connections can endorse or recommend you.

Obvious: Classmates

Stay close with students entering your desired career field. Together, you can discover more contacts, build confidence, and give each other feedback. Strike up a conversation in class, or use LinkedIn's Alumni Tool to find new connections from your university.

Unexpected: Cold Contacts

Recruiters and hiring managers are looking for candidates just like you. Before connecting with them, fill out your LinkedIn profile to capture all the skills and value you bring to the table.



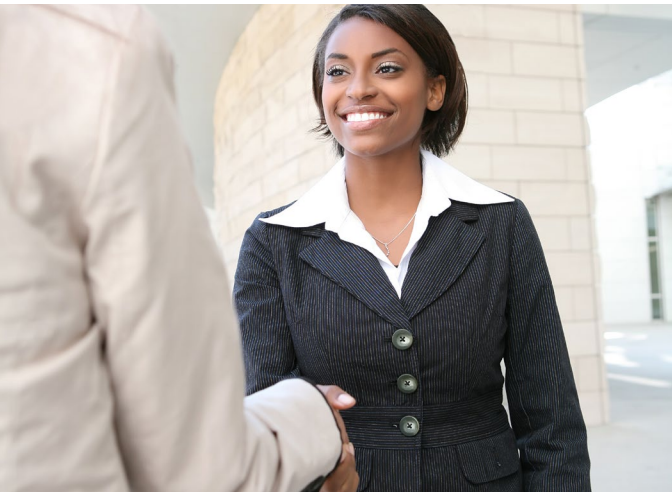
of recent graduates networked during their job search.

Share



Section
2

Maximize Your Odds of Getting an Interview



"Your network is your net worth, when it comes to getting a foot in the door," says career strategist, syndicated columnist and author J.T. O'Donnell. "Having third-party credibility is critical to improving your odds of getting an interview." Here are some of her favorite strategies for securing an interview, and ultimately a job.

Make Quality Connections

When it comes to your network, quality trumps quantity big time. Use LinkedIn's Advanced Search option to discover potential connections who work in your desired field. Don't be shy. Find the right contacts and nurture real relationships.

Get Face Time at Career Fairs

Career fairs are an excellent opportunity to impress potential employers. Be yourself, ask unique questions, and reach out via LinkedIn after the event to stay top of mind.

Ask Mentors to Become References

Think of your mentors as character witnesses. Former professors and bosses are your best references for potential employers to call during the interview process. It also can't hurt to ask for endorsements and recommendations on LinkedIn.

Map your Skills to the Job

Use your cover letter to map your budding skills to your desired role. Also, add your skills on your LinkedIn profile to attract hiring managers and recruiters.

“Align your long-term development with the everyday needs of a business, and you’ll have a good shot at getting an interview.”

–J.T. O'Donnell



of positions are filled through a referral.

Share



Section
3

How to Reach Out to Recruiters and Hiring Managers



Recruiters and hiring managers are the ultimate doorway to job openings.

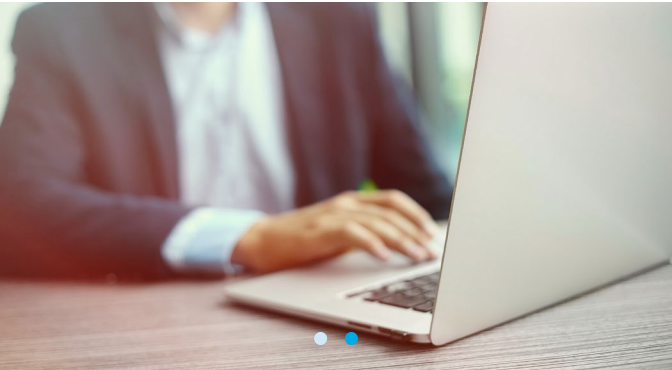
They create position descriptions, review applications and select candidates for interviews. Developing relationships with these folks can definitely improve the odds of landing your ideal job. Here are two ways to get in with recruiters:

Start a Relationship With the Company

Most job listings pages on LinkedIn show who posted the job. Reach out to the contact via LinkedIn to ask for an informational or formal interview. Regardless of whether a company is hiring, they will almost always be on the lookout for good talent. Being proactive puts your name at the top of the list and shows you're serious about the organization.

Extract Insider Knowledge

On job listings pages, LinkedIn Premium members get more details on the company, such as which schools it recruits from and what skills employees have. This information can shape your cover letter, interview, and ultimately position you as the strongest candidate.



Section
44 Tips for Writing a Killer
Cover Letter

While your LinkedIn profile is your introduction to potential employers, the cover letter is your personalized pitch.

In addition to reinforcing the skills on your profile, the cover letter is your chance to show how you stand out from other candidates. Striking a balance between personality and professionalism is essential. Here's how you can do it:

1 Tell a Story

Bring your skills and qualifications to life by putting your career path in story form. Develop a strong opening paragraph that outlines your strongest skills. Next, describe how those skills map to the role you're applying for. Finally, describe where your skills, personality and unique talents will take you.

2 Do Your Research

Show that you've done your research and that you understand the company's goals. Get ahead by using their Company Page to learn more about recent projects and culture. Tie it back to why you'll make a good fit at the company.

3 Keep it Short

Cover letters should be one page or less. Remember, your cover letter is not a reprint of your resume. Expand upon important points, but keep it concise.

4 Edit Endlessly

Print out your cover letter, walk away from the computer and read it aloud. This will help you catch typos, and make sure the letter is clear and conversational. In addition, ask someone else to review it. Fresh eyes will help.

Section
5What to Expect During
an InterviewCommon Questions and
Preparation Strategies

Interviews can be nerve wracking. Knowing a few best practices can calm your nerves and keep you sharp. The first step is getting familiar with the types of questions you'll be asked. In the following four sections, we'll dig deeper into each question style and share tips on how to answer them. These include:

1 Background Questions

These questions help hiring managers get an overview of your experience, goals and why you're interested in the company.

2 Behavioral Questions

These are designed to uncover your past "behaviors" in different work situations. These questions also help employers decide whether you will fit company culture.

3 Situational Questions

Your answers to these questions should demonstrate your ability to overcome challenging workplace scenarios.

4 Your Questions

Finally, we cover questions you should ask, and how to go about probing for more information.

“It doesn’t matter whether you learned a valuable lesson at a global company, or a corner coffee shop. The important piece is that you learned a lesson.”

– Jodi Glickman,
Harvard Business Review Blogger & Author



Section
6

How to Answer Background Questions



Background questions are typically asked first.

These questions help hiring managers get a sense of your qualifications. This is an open door for you to expand on your experience and outlook. Here are some common questions and tips for answering:

Questions You Can Expect

- “What can you share about your background and work experience?”
- “What are your strengths?”
- “What do you hope to learn in this position?”
- “Why are you interested in this company?”
- “What can you uniquely bring to this position?”

Preparation Checklist

- Prepare to show hiring managers how your expertise, personality and skills add up to huge career potential, and map to the job description.
- Research your interviewers on LinkedIn to get a sense of their background.
- Check out the company’s LinkedIn Company Page to learn more about recent hires and initiatives.

Tip from the Top:



Jodi Glickman

Jodi Glickman is a Harvard Business Review blogger and author, with tons of tips for young professionals. Here, she weighs in on how to answer background questions: "Tell them why you're interested in the role, what unique value you'll bring, and what your future goals are,"

Section
7

How to Answer Behavioral Questions



Employers want to know if you have the qualities they seek, which behavioral questions can uncover.

Answers to behavioral questions can be taken from work experience, volunteer positions or sports experiences.

Simplify with the S.T.A.R. Approach

Using the S.T.A.R. framework (Situation, Task, Action, and Results) will take the fear out of answering behavioral questions. Adding some structure will also impress the hiring manager. Use the following:

- **Situation:** Explain the scenario that required your experience.
- **Task:** Briefly identify the task that required completion.
- **Action:** Detail the specific steps you took to complete the task.
- **Results:** Close with the results of your efforts and what you learned.

Questions You Can Expect

- "Talk about a mistake you made. What happened and how did you handle it?"
- "Please describe a scenario in which you were under pressure. What was going on and how did you respond?"
- "Tell me about your proudest accomplishment."

Preparation Checklist

- Categorize your experiences into successes, challenges, leadership moments, teamwork skills and problem solving situations.
- Practice your answers out loud.
- Get comfortable with your strengths and weaknesses. They will ask, and you should be honest.

Tip from the Top:

"It's all about lessons learned," says Jodi Glickman. "Your answers to behavioral questions should demonstrate how you tackled and solved a problem. And of course, what you learned from this situation."

Section
8How to Answer
Situational Questions

Situational questions may sound similar to behavioral questions.

But, instead of asking about past experience, you're presented with a hypothetical situation. These questions generally start with, "What would you do if...?" Here are some common situational questions and actions to help you prepare:

Questions You Can Expect

- “What would you do if the priorities of a project you were working on changed suddenly?”
- “What would you do if you disagreed with a teammate on how to solve a problem?”
- “You’re working on a major project. Halfway through you realize that you’ve made a mistake. How do you handle that while still trying to make your deadline?”

Preparation Checklist

- Practice linking specific situations with your answers from the questions above to skills listed on your resume.
- Revisit a behavioral question, then outline the situation that arose prior to, or after each scenario associated with the question.
- Conduct online research on the organization and make a list of project types and initiatives you find. Use those projects and initiatives to answer the questions above, putting yourself in the company’s shoes.

Tip from the Top:

“The interviewer is looking for someone exceptional,” says Jodi Glickman. “Whether you overcame a difficult situation waiting tables, or at a relevant internship—your story should demonstrate an exceptional ability to overcome adversity.”

Section
9Your Turn to Ask
the Questions

An interview is a two-way street.

You are there to figure out whether the job is a fit too. As your interview winds down, you'll likely be asked, "What questions do you have for us?" This is your opportunity to demonstrate that you have done your homework.

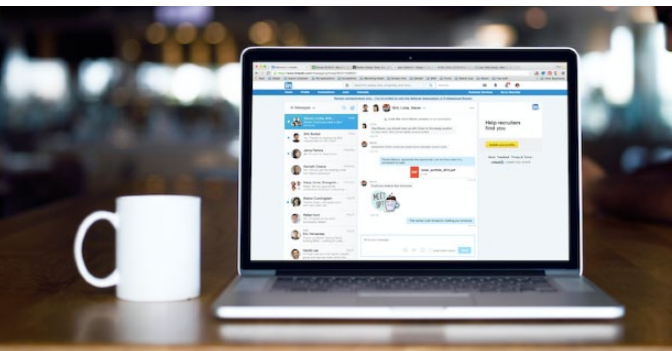
The following do's and don'ts will help you get the most out of every question you ask:

Do

- Ask your most pressing questions first. These could be about the culture, goals of your future team or how performance will be evaluated.
- Ask probing questions. Consider asking which personality traits are most common among the most successful employees, or what employees enjoy most about working there. Ask interviewers about their own career paths. For example, ask them how they decided to go into their field, or what steps they took within the company to attain their current position.
- Ask about challenges. What will make this job difficult? What will you need to overcome?
- Ask for their contact information and whether you can connect on LinkedIn.

Don't

- Don't ask questions to sound smart.
- Don't ask about something you could find online.
- Don't be unprofessional.
- Don't push. If the hiring manager won't answer your question, it's best to leave it alone.

Section
10After the Interview: The
Thank You Note is Not Dead

Preparing for an interview is stressful.

When it's over, you may be tempted to sit back, relax and wait for your phone to ring. Taking a few minutes to send a personalized thank you note to each interviewer is a great way to ensure the positive impression you made stays top of mind.

Email or send a LinkedIn message within 24 hours of the interview during business hours. Demonstrate appreciation for the opportunity and the interviewer's time. After that, include the following:

1 A Personal Touch

You likely established a personal connection during your interview. Highlighting the best parts of the conversation will spark the hiring manager's memory and keep you top-of-mind as they make a final decision.

2 Cover Your Qualifications

Next, write a quick recap of why you'd be perfect for the job. If there were skills you didn't cover, or if the interviewer expressed concern over certain areas, this is your chance to clarify. But keep it concise. No more than a few paragraphs.

3 Demonstrate a Specific Reason for Your Interest

Use what you learned in the interview to call out one or two aspects of the company or culture that you like, and reasons you want to work there.

4 Close with Clarity

Finally, close with a firm reiteration of your interest: "I look forward to taking the next step in the hiring process. Thank you again for your time and I hope to talk to you soon."

5 Be Authentic

Hiring managers are on the hunt for unique candidates. Read your letter aloud. Make sure it sounds conversational, authentic, and unique.

Section
11

Recruiter's Perspective: The Importance of Personality



Personality matters more than most professionals realize.

As you grow in your career, skills can set you apart, but your ability to work with the people around you will ultimately determine success. Here are three reasons why showcasing your personality is so important during the interview process:

1 Your Personality Is a Success Indicator

Your personality is the driving force behind how you think, feel, act, adapt and ultimately work. The stories you share about your past experiences is an indicator for how you will deal with adversity and opportunity. Potential employers want a glimpse into your future successes and failures. Often, the simplest indicator is your personality.

2 Skills Can Be Taught, Personality Can Not

More companies are realizing that skills and knowledge can be gained on the job. However, personality is hardwired. If you come to the table with a personality that matches up with a company's culture, other skills can be learned over time.

3 Culture Is King

Use what you learned in the interview to call out one or two aspects of the company or culture that you like, and reasons you want to work there.

A Final Tip: Embrace Your Personality

Trying to act too professional, pretending to be someone else, or taking on character traits that allegedly lead to a higher salary will lead you to the wrong role. Use insights from personality assessments, and your past experiences to really understand what an ideal environment looks like. Remember, it needs to be a fit on both sides. There's no denying your personality.

Section
12LinkedIn Member
Success Story

Advice from an Expert: Marisa Khoury

As her graduation date drew closer, Marisa Khoury grew anxious. She desperately wanted to land a job at a respectable company. "A lot of my teachers were telling me that everyone already had jobs lined up," Marisa recalled. "But I was having zero luck."

Feeling discouraged, she followed her boyfriend's advice and downloaded the LinkedIn app. Within six weeks, Marisa was starting her first job as an Outside Sales Representative with ADP Payroll Services. Below, Marisa shares her favorite LinkedIn app features and how they helped.

Delivered the Most Current Listings

LinkedIn delivers current and accurate jobs every day. “I knew I wasn’t looking at job recommendations that were filled months ago,” Marisa said. By keeping her finger on the jobs pulse, Marisa was able to apply right when postings went live.

Made It Easy to Explore and Apply

Marisa used the LinkedIn app as her sole resource, which sped up her process. Within a few weeks, she had discovered several jobs at companies that fit her values. “I found opportunities immediately,” she said. “I also loved being able to save and keep track of jobs.”

Attracted Ongoing Job Opportunities

The LinkedIn app allowed Marisa to keep tabs on additional opportunities. Despite her satisfaction in her new role, Marisa knew she’d be making a fresh start at some point. So, she continued to optimize her profile. “I receive messages weekly from recruiters,” she said. “Maybe when I’m ready to move again, keeping my profile fresh will lead to another job offer!”

[View Marisa's Profile](#)

**Section
13****Additional Resources**

We wish you the best of luck as you begin applying for jobs.

If you're just getting started, or need tips for discovering jobs, consider reading Part 1 and Part 2 in our series. In our first guide, we discuss tactics and tools that can jump-start your career journey.

Part 1: Getting Started[**Download Now**](#)

In our second guide, we explore strategies for discovering jobs.

Part 2: Job Searching[**Download Now**](#)