LinkedIn Tips for Students

How to Make Connections

You can search by someone’s name, company, location or industry.

When connecting with someone you do not know, always make sure you send a customized message instead of using LinkedIn’s default wording.

How to Find Alumni

Alumni can be your most valuable asset during a job search. Finding and connecting with alumni in LinkedIn is easier than ever. Use one of these three ways:

1. University Page
   a. Go to the education link in the interest tab
   b. Type in your school name
   c. Narrow your search according to your goals, including years attended, where they live, company, industry, or functional area.

2. Simple Search
   a. Click on the drop-down arrow to the left of the search box
   b. Scroll down and select universities
   c. Type in the school name
   d. Search by companies where they work and by what they do

3. Advanced Search
   a. Click on the “advanced search” link to the right of the basic search box
   b. Search by a wide range of fields
Once you find the alumni you would like to connect with, click on Connect if you know the contact, or send an Inmail to get introduced by someone who is already in your network as a first-degree connection.

**REMEMBER:** Whether you are connecting for the first time or reaching out to someone who is already a first-degree connection, do not ask for a job. LinkedIn is a community that is for building relationships. If you ask for a job, you will certainly turn off potentially valuable members of your network.

**Following Companies**

Search for companies of interest and click “Follow” to receive updates in your feed. You can also browse the company’s page for news, information, updates and job opportunities.
Company pages will also provide information on how you’re connected with them. This can be especially helpful if you are looking for people in your network that work for a particular company.

Joining Groups

There are many different groups and organizations to join on LinkedIn. Put relevant terms in the search bar, and filter by “Groups.” Join groups that fit your interests, and participate in relevant discussions as you see fit.

Make sure to join the Olin Business School group!
Joining Subgroups

Within larger groups on LinkedIn, there are smaller subgroups you can join. When on a group page, on the right hand side there is a box for subgroups.¹

¹ July 2015