

How to use LinkedIn

USING THE ALUMNI SEARCH TOOL

Tips to use Alumni search tool on LinkedIn.

Summary:

Yet another amazing tool provided by LinkedIn. It tells you the information regarding your Alumni- their current workplace, what they're up to etc. Whether you're a student or recent graduate, the Alumni Tool can help you make academic and career choices based on the actual paths of alumni.

Gathered from the profiles of hundreds of millions of members, LinkedIn's Alumni Tool lets you explore alumni career paths from more than 23,000 colleges and universities worldwide – and build relationships that can help you along the way.

Explore your own school (or any other) to see where graduates live, the organizations they work for, and the types of jobs they've had. You can also narrow down by date range, what they studied, what they're skilled at, and how you're connected on LinkedIn. Just click on any bar in the Alumni Tool to drill down into specific careers, employers, locations, major, skills, or degree of connection.



How It's Done?

Choosing a college or graduate program

To find the perfect job you need to know the perfect requirements of the job, Use the Alumni Tool to see which schools (higher education options) nurture graduates who are currently in the type of jobs you want. Search for a school you're interested in, select a relevant field of study, and you'll get a top 25 list of employers that have hired graduates. Click on the names below that to see the paths they took from school to their current positions.

Planning your academic path

The Alumni Tool is a great resource for thinking through what to major (or minor) in, and skills and certifications that will help you in the working world. Check out 'What they studied' and 'What they're skilled at,' for example. Learn from those who have gone before you.

Starting your job hunt

Let's say you have a specific company in mind you'd like to work for. Use the Alumni Tool to find graduates of your school and with your major who work there now. Compare their skills to your own and see where you might need to bulk up. Many alumni want to help current students - reach out to them for an insider's perspective. It's a great way to get your foot in the door.



Using the Alumni tool can be beneficial to analyse and choose the right path for you. But personal guidance and personal interaction can give you a deeper insight in what you are aiming for.

Here comes effective communication into play, Communicating effectively over LinkedIn, either with alumni or investors or recruiters, can be of real help in achieving your target. Let's see how that can be done.

Be authentic.

Communicate on LinkedIn the same way you would in professional interactions in person. No need to be excessively formal or change your style – be real, be you, but be professional.

Customize your connection requests.

Instead of using the generic “I’d like to add you to my professional network on LinkedIn” message, tailor each request. Remind him/her where you met or explain why you want to connect. They’ll be more likely to respond.

Be responsive.

Reply within a few days to connection requests, personal messages, or comments on group discussions you post. Stay on top of your LinkedIn inbox! This will keep you top-of-mind with people and opportunities.



Research before reaching out.

Review a person's profile before contacting him/her on LinkedIn. You'll make a stronger connection by highlighting things you have in common or specific aspects of his/her experience you want to discuss.

Be targeted and personalized.

Stay away from stuff like, "Hi everyone – I'm sorry for the mass message!" Your connections are more likely to respond to personalized messages. If you do want to announce something in a mass way, use a status update instead.

Be careful with introductions.

If you're asked for an introduction to someone in your network, remember that your reputation is on the line. Unless you're confident in recommending someone or you know the connection well, it's okay to politely refuse.

Keep it short and sweet.

In today's busy world, no one wants to read long, dense paragraphs on their computer or smartphone. Keep your profile summary, messages, group discussion postings, and recommendations clear and to the point.

Proofread. (very important)

Remember that everything you post on LinkedIn could be seen by a wide audience (even private messages could be forwarded or saved). Represent yourself well by double-checking spelling, grammar, style, and tone.



Give more than you take.

Balance your needs on LinkedIn with those of your connections. In addition to updating your own status and asking for help or connections, try commenting on other people's updates and helping with their requests.

Last but not the least : Always say thank you.

When someone answers a question you've posted, provides an introduction, suggests a job, or otherwise helps you on LinkedIn, send him/her a thank you message. The golden rule applies online just as much as it does in person.

