

# The Next Generation of Australian Leaders is on LinkedIn

## Insights on our Student members

May 2013

### Executive Summary

Australian Students and Recent Graduates are one of the fastest growing member segments on LinkedIn. You can use LinkedIn to position your brand in front of our student members at the initial stages of their careers. An analysis of our data shows that different regions within Australia exhibit different demand characteristics that could present opportunities.

- Sydney, Melbourne and Brisbane have the largest Student populations
- Perth based student members are more likely to be getting reached out to by recruiters – evidence of the mining and energy skills shortage
- Smaller mining/energy dependent regions likewise show signs of high demand
- Sydney and Melbourne Institutions are the most heavily represented amongst our student members
- Professional Services and Financial Services attract the most Recent Graduates

### Overview

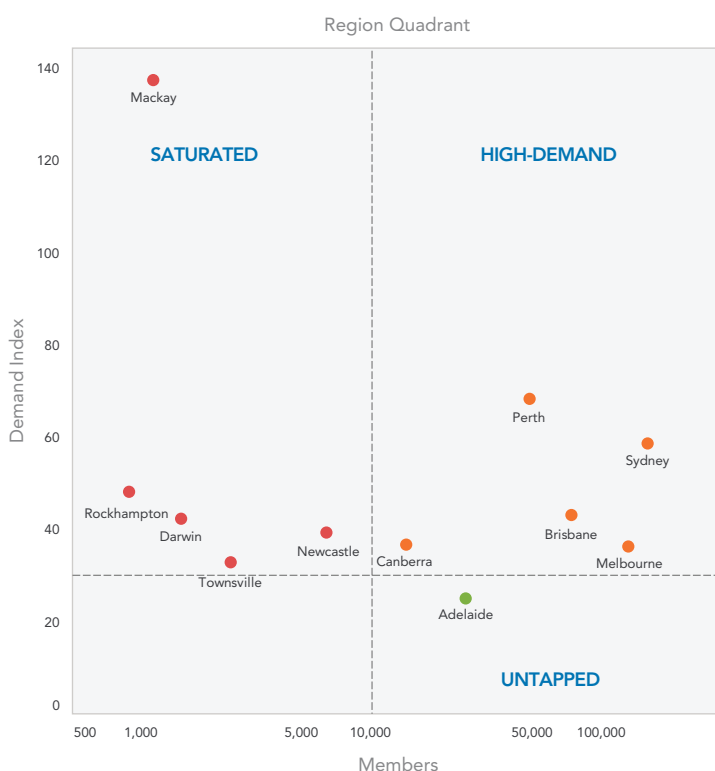
Students are using LinkedIn as a starting gate for their professional career, to establish their professional identity, build their network and research potential career opportunities. Recent research shows that 35 percent of students plan to use LinkedIn as a primary source for their job hunt, up 700 percent over the last two years.\*

They recognize LinkedIn is one of the best online tools to help jump-start their professional careers.

Our student members use LinkedIn every day to research companies, industries, jobs and internships in industries ranging from information technology and consumer goods to Financial services. Showcase your brand and put your employment opportunities in front of highly engaged and tech savvy students, who on average visit LinkedIn more often than older professionals.

### Where should you look for talent?

- **Untapped:** These mid-sized markets have relatively lower demand, meaning hiring is likely to be easier
- **High-Demand:** These are the largest markets, where overall demand is also highest and hiring may be difficult
- **Saturated:** These small to mid-sized markets also have very high demand, meaning hiring is likely to be difficult



#### Institution

#### Students & Recent Graduates

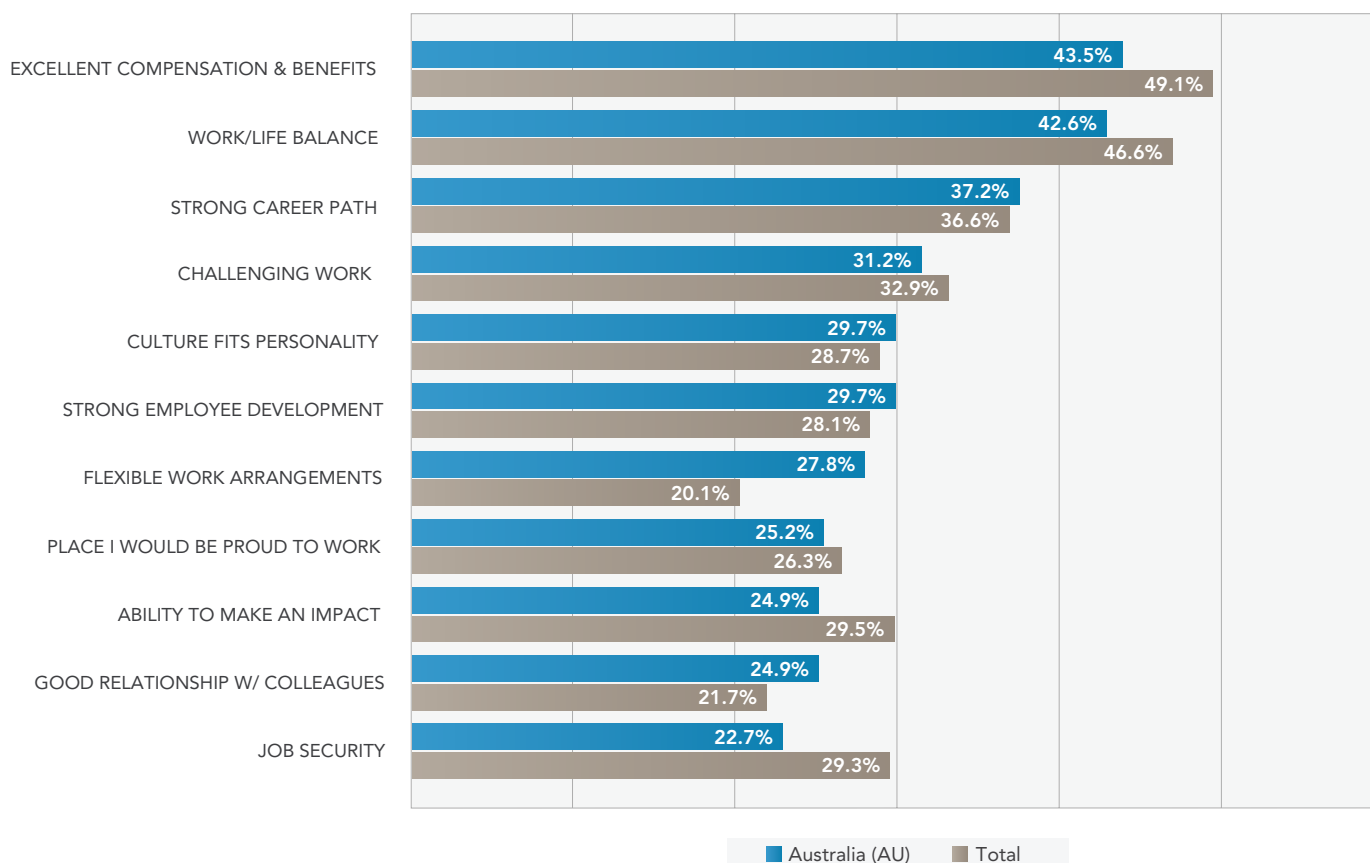
University of New South Wales	18,343
University of Sydney	16,894
RMIT University	16,891
Monash University	16,663
University of Melbourne	15,242
University of Technology, Sydney	14,648
Curtin University of Technology	14,022
Queensland University of Technology	13,981
Swinburne University of Technology	12,453
Griffith University	12,352
The University of Queensland	12,006
Macquarie University	10,658
Deakin University	10,654

### Where do students go?

Digging deeper into our industry information, we see students are predominantly heading to; Information Technology, Accounting, Financial Services, Marketing/Advertising and Mining make up the top 5 industry segments for recent graduates.

## What are our student members looking for in a job?

Percentage who believe each attribute is important when considering a job opportunity



## How can you reach out to this critical talent pool?

If you are looking to find Students or recent graduates you will be more successful if you focus recruitment messaging on Compensation and Benefits, Work/Life Balance and Strong Career path opportunities. Interestingly, Australian students value Compensation and Work/life balance less than their international counterparts, but development opportunities and flexible work arrangements are more sought after.

Reach this critical talent by leveraging your assets on LinkedIn, having your graduate positions on LinkedIn will allow our matching algorithms to put those jobs in front of relevant candidates – active or passive.

### 1. Employees' Networks

Engage with the talent already connected to your employees

### 2. Company Followers

Post relevant information about your company and industry

Members are nearly 3x more likely to apply for jobs at companies they follow

### 3. Company/Career Page

Give candidates a picture of what it's like to work for your company

Showcase your employment brand with focused, targeted content

### 4. Targeted Advertising

Dynamically deliver your message to members that fit your opportunity - on and off LinkedIn

Drive traffic to your career page and jobs, or reach out to passive candidates directly

Want to learn more about how your company is already connected to this talent pool and how you can best leverage these assets to reach this important talent pool for job opportunities? [talent.linkedin.com](https://talent.linkedin.com)

Source: Australian LinkedIn Student Members July 2012 – Online Survey – 317 respondents

\*Forbes, 4/3/2012, "What Employers Need to Know About the Class of 2012"