

The Next Generation of Leaders is on LinkedIn

Insights on our Student members

September 2013

Executive Summary

Students and recent graduates are the fastest growing member segment on LinkedIn. They use LinkedIn to establish their professional identities, grow their networks, and build relationships with potential employers. LinkedIn data reveals where students are concentrated, where they're going, and the demand for them.

- The highest volume of recent graduates on LinkedIn are located in London, Manchester and Birmingham.
- London based recent graduates are the most in demand. They are almost 2 times more likely to be approached via direct sourcing than graduates in Manchester.
- The Open University has the highest volume of students on LinkedIn, followed by The University of Manchester and the University of Leeds.

You can tap LinkedIn to position your brand in front of these members at the early part of their careers.

Overview

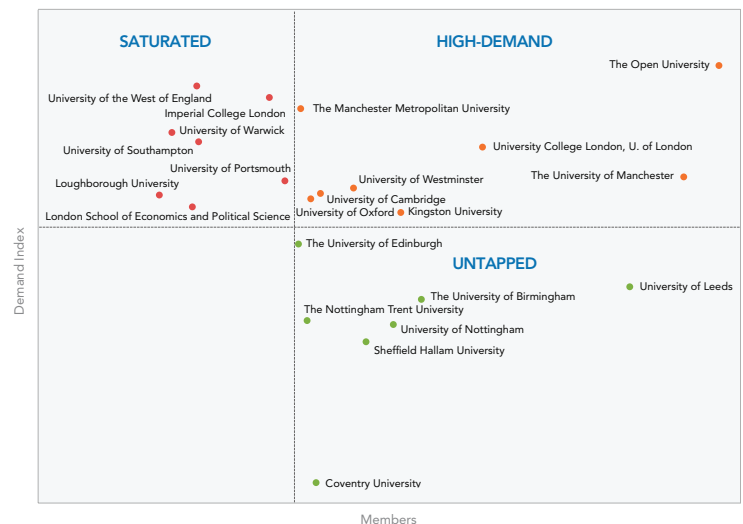
Students recognize LinkedIn as one of the best tools to jump-start their professional careers. Recent LinkedIn research shows that 34% of Students in Europe will look for opportunities on LinkedIn.

Student members use LinkedIn regularly to research companies, industries, and specific jobs and internships. Showcase your brand and put employment opportunities in front of highly engaged and increasingly connected students.

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

Recent graduate university supply and demand



Top 10 penetrated UK universities on LinkedIn

1. London School of Economics
2. Imperial College London
3. University of Cambridge
4. University of Oxford
5. Loughborough University
6. Bournemouth University
7. University of Exeter
8. University College London
9. Brunel University
10. University of Bristol

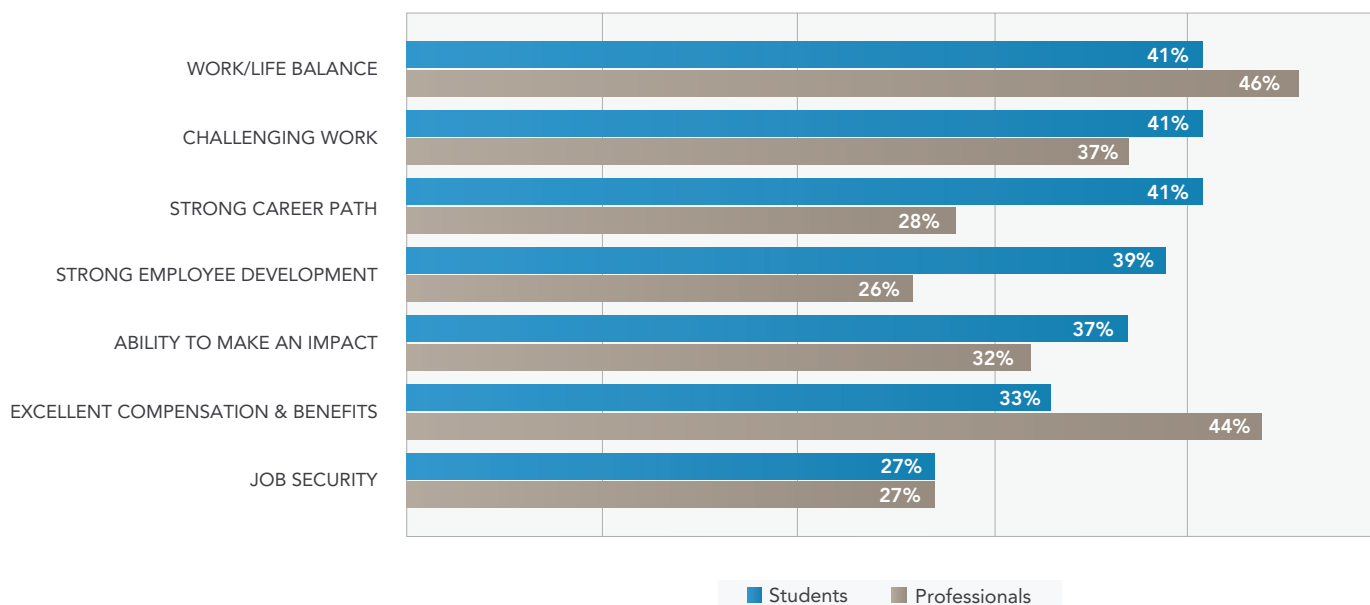
Penetration = Current student volume on LinkedIn/Total student body

Where are graduates going?

Industry information provides unique insights into where new graduates are headed. LinkedIn network data indicates the top 5 industries for this demographic are marketing and advertising, technology, financial services, accounting, and higher education.

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, focus recruitment messaging on work/life balance, challenging work and strong career path and development. Students find these more compelling than experienced professionals.

Reach this critical talent by making the most of LinkedIn. Posting your new graduate positions and internships on LinkedIn allows our matching algorithms to get those jobs in front of relevant candidates – whether actively searching or passive candidates already employed in similar jobs.

1. Free Student/Entry Level Jobs

Post your student/internships and entry level roles for free at <http://www.linkedin.com/job/consumer/students>

2. CheckIn

Use CheckIn to improve and streamline the campus recruitment experience
CheckIn is LinkedIn's newest tool for grad recruiting that dramatically improves your efficiency

3. Company/Career Page

Give students a picture of what it's like to work for your company with authentic messages
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

Source: LinkedIn Student Members July 2012 – Online Survey – 313 UK respondents
LinkedIn Job Seeker Survey May 2013 1134 respondents