



Students and Recent Grads Talent Pool Reports

Where you can find top talent and more

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Australia

Benelux (Belgium, Netherlands, and Luxembourg)

DACH (Germany, Austria, and Switzerland)

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Overview & Methodology

Students and recent graduates are one of the fastest-growing groups on LinkedIn, coming to the site to help build their professional networks and launch their careers. Analyzing the student talent pool can help us learn: what students and recent grads look for in a job, which graduates are in highest demand, and which students you are most likely to find on LinkedIn.

About LinkedIn Talent Solutions

LinkedIn is the world's largest professional network with more than 259 million members in more than 200 countries and territories. More than 20,000 companies – including 90 of the Fortune 100 – and thousands of recruiters, HR professionals and hiring managers use LinkedIn Talent Solutions' products and services to find, engage and hire top talent across the globe.

For more Talent Pool Reports: lnkd.in/TalentDemand

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

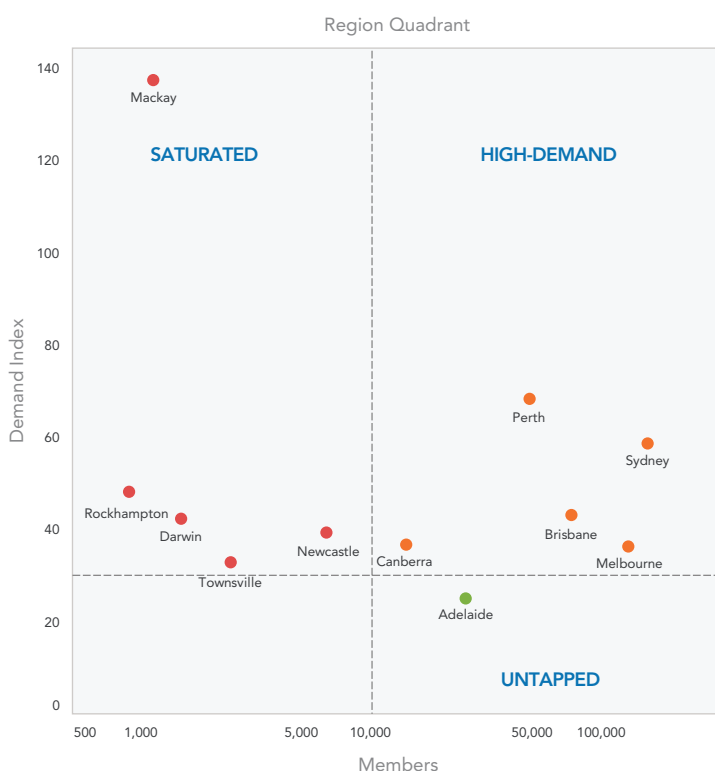
Students are using LinkedIn as a starting gate for their professional career, to establish their professional identity, build their network and research potential career opportunities. Recent research shows that 35 percent of students plan to use LinkedIn as a primary source for their job hunt, up 700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

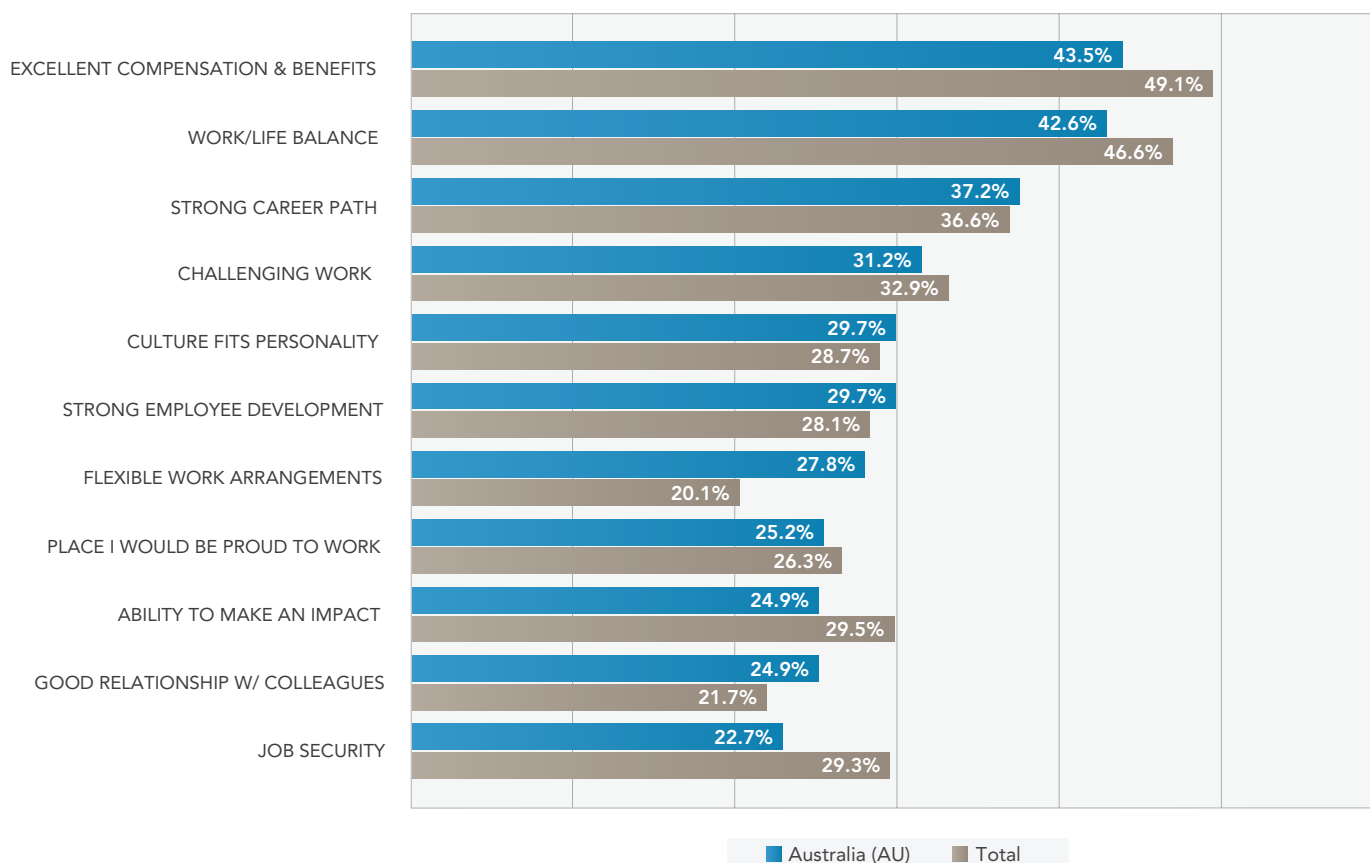
University of New South Wales	18,343
University of Sydney	16,894
RMIT University	16,891
Monash University	16,663
University of Melbourne	15,242
University of Technology, Sydney	14,648
Curtin University of Technology	14,022
Queensland University of Technology	13,981
Swinburne University of Technology	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

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"

The Next Generation of Leaders is on LinkedIn

Insights on our Student members

September 2013

Benelux students are looking for *challenging work and pride in their employer* when considering a job

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 in Amsterdam, Rotterdam and Brussels come in as second and third.
- Amsterdam, Netherlands and Antwerp, Belgium based recent graduates are most in demand and more likely to be approached via direct sourcing.

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. **84%** of student members are using LinkedIn to grow and maintain their professional network.

Our LinkedIn research also shows that **51%** of Students in Benelux will look for job opportunities on LinkedIn.

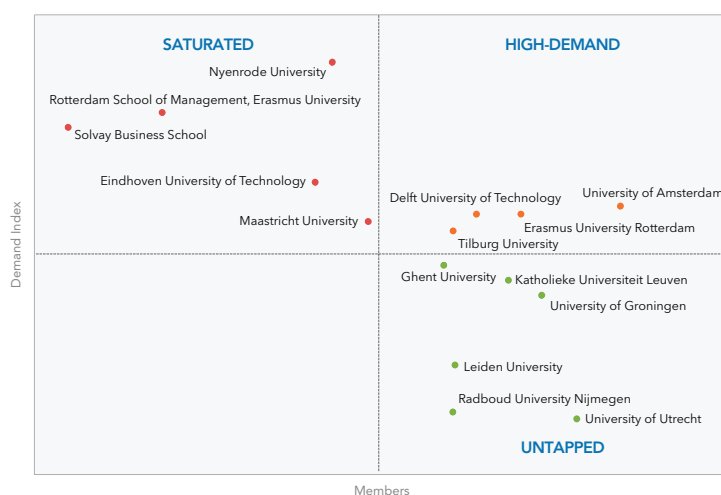
Student members use LinkedIn regularly to research companies, industries, and specific jobs and internships. Showcase your brand and put employment opportunities in front of highly engaged and increasingly connected students.

Where 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 health care, technology, marketing and advertising, financial services, and research.

We found that **71%** Benelux students are willing to relocate for a job, and a further **13%** are willing to relocate only if it is within their country.

Recent graduate university supply and demand



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

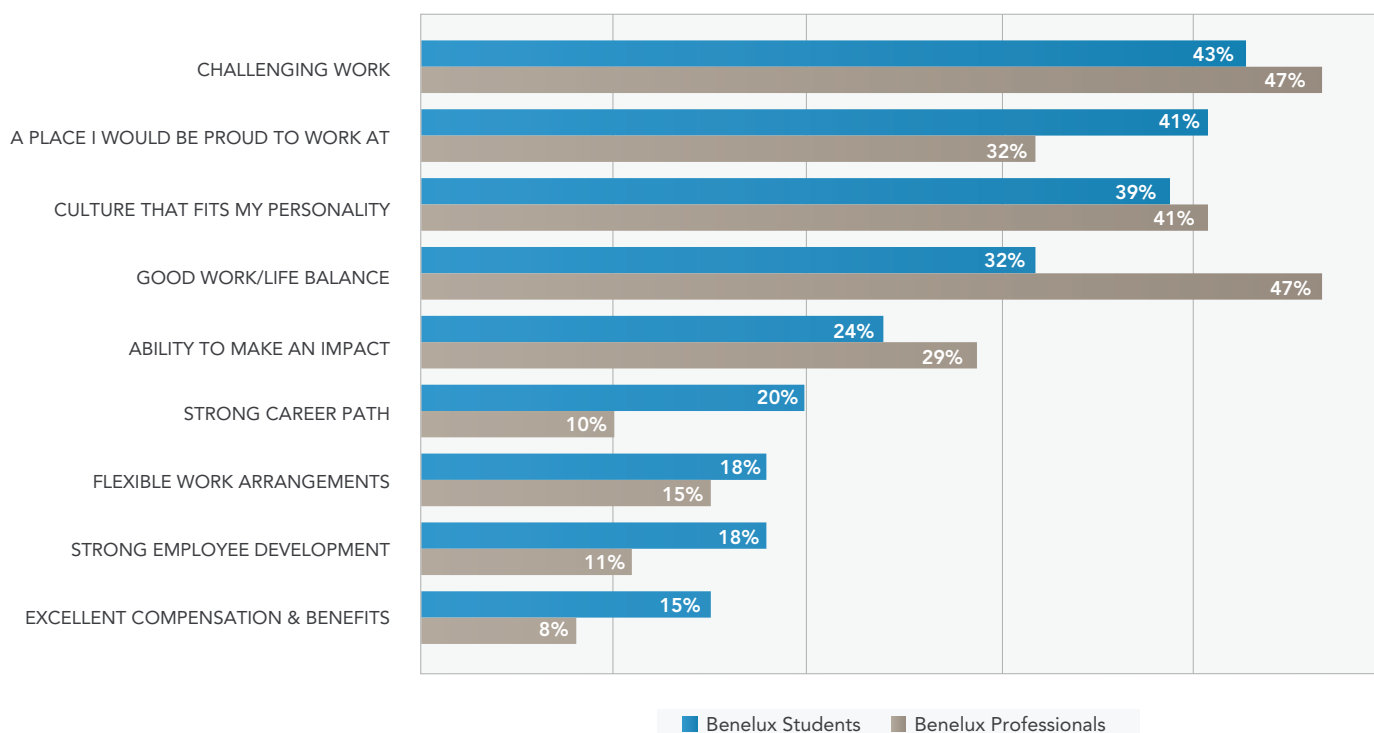
Top 10 penetrated Benelux universities on LinkedIn

1. Saxion Hogescholen
2. Delft University of Technology
3. Christelijke Hogeschool Windesheim
4. VU University (Vrije Universiteit)
5. Tilburg University
6. Leiden University
7. Twente University
8. Erasmus University Rotterdam
9. Hogeschool van Amsterdam
10. Avans Hogeschool

Penetration = Current student volume on LinkedIn/Total student body

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: Student Talent Pool Survey - September 2013 – 188 Benelux respondents

The Next Generation of Leaders is on LinkedIn

Insights on our Student members

October 2013

DACH students are looking for excellent compensation and benefits, work/life balance, and the ability to make an impact when considering a job

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 in Geneva, Zürich and Berlin come in as second and third.
- Frankfurt, Zürich, and Geneva based recent graduates are most in demand and more likely to be approached via direct sourcing.

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. **85% of student members are using LinkedIn to grow and maintain their professional network.**

Our LinkedIn research also shows that **74% of Students in DACH will look for job opportunities on LinkedIn.**

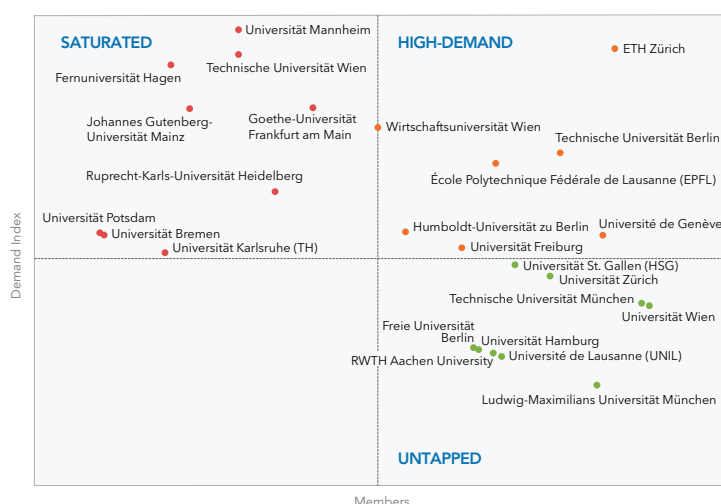
Student members use LinkedIn regularly to research companies, industries, and specific jobs and internships. Showcase your brand and put employment opportunities in front of highly engaged and increasingly connected students.

Where 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 technology, research, marketing and advertising, management consulting, and financial services.

We found that **88% DACH students are willing to relocate for a job**, and a further **3% are willing to relocate only if it is within their country.**

University supply and demand (recent graduates)



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

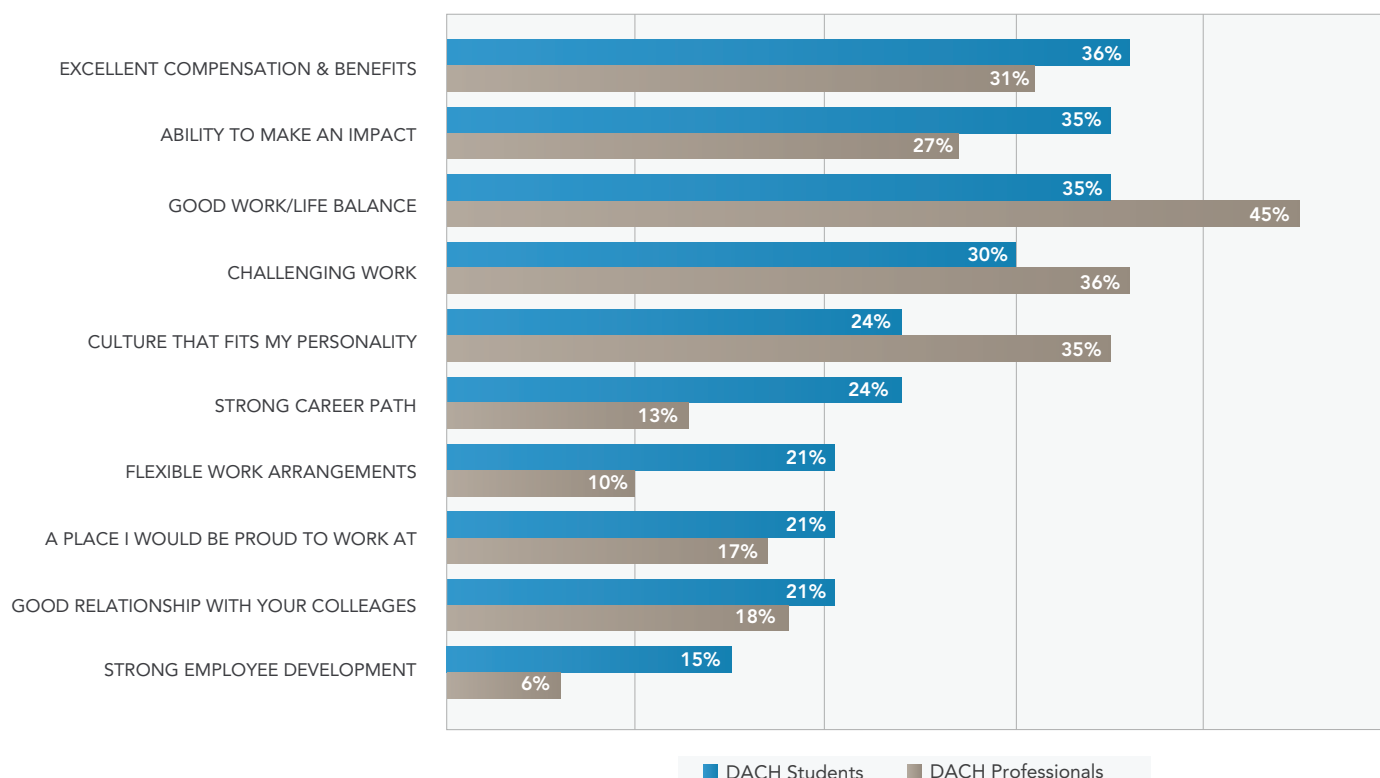
Top 10 penetrated DACH universities on LinkedIn

1. Universität St. Gallen (HSG)
2. École Polytechnique Fédérale de Lausanne (EPFL)
3. University of Lausanne (UNIL)
4. Universität Zürich (UZH)
5. University of Geneva
6. ETH Zürich
7. Technische Universität München (TUM)
8. Universität Mannheim
9. Universität Freiburg
10. Technische Universität Berlin

Penetration = Current student volume on LinkedIn/Total student body

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 excellent compensation & benefits and their ability to make an impact. 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
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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: Student Talent Pool Survey - September 2013 – 180 DACH respondents

The Next Generation of Leaders is on LinkedIn

Insights on our Student members

August 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 most recent graduates on LinkedIn are in the UK and the Netherlands
- London based recent grads are most in demand, almost 4 times more likely to be approached via direct sourcing than graduates in Amsterdam
- Universities in the Netherlands are highly represented on LinkedIn
- Technology, marketing/advertising and research industries have the most recent graduates

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

Overview

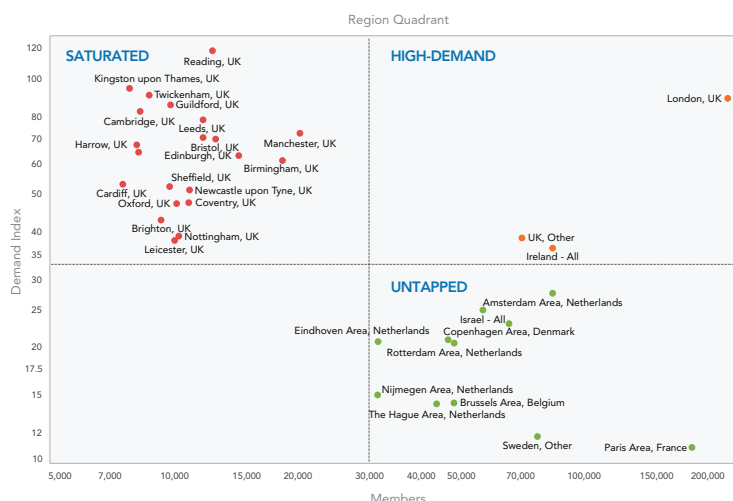
Students recognize LinkedIn as one of the best tools to jump-start their professional careers. Recent LinkedIn research shows that 34% of Students in Europe will look for opportunities on LinkedIn.

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 regional supply and demand



Top 10 European schools on LinkedIn

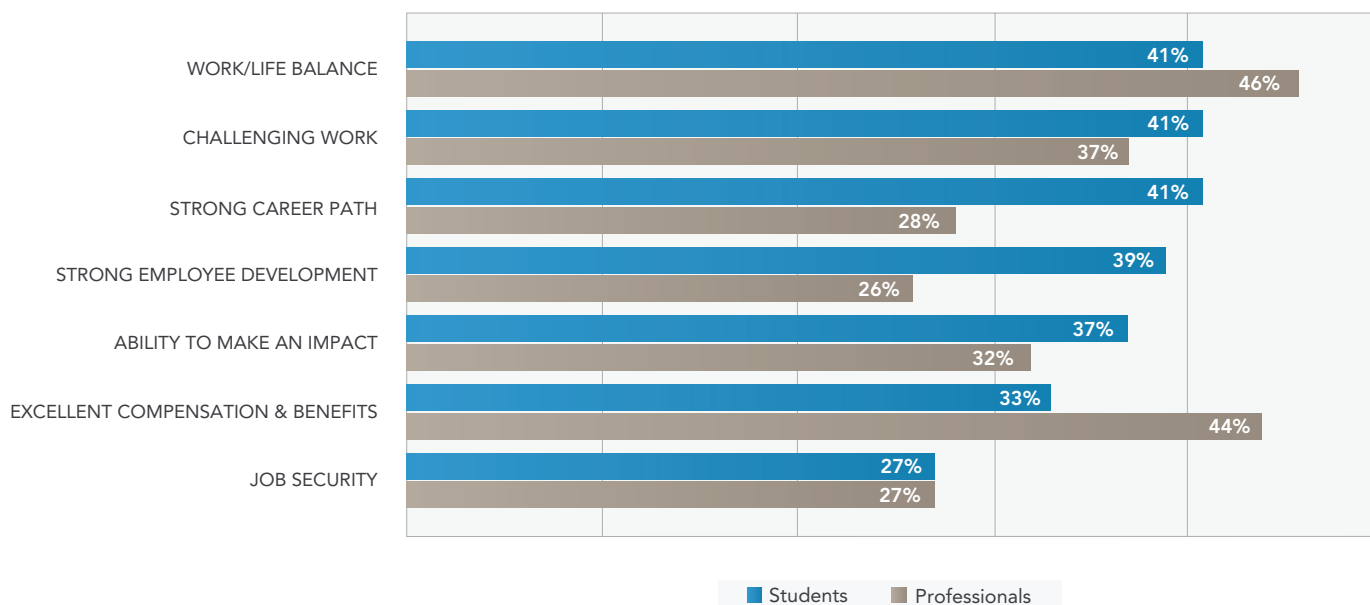
1. Anadolu Üniversitesi
2. The Open University
3. Hogeschool van Amsterdam
4. Istanbul Üniversitesi
5. Universidad Complutense de Madrid
6. Universiteit van Amsterdam
7. Hogeschool van Utrecht
8. Københavns Universitet
9. Universiteit Utrecht
10. The University of Manchester

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 technology, marketing and advertising, research, and financial services.

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

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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 – 843 respondents

LinkedIn Job Seeker Survey May 2013 1134 respondents

The Next Generation of Leaders is on LinkedIn

Insights on our Student members

October 2013

French students are looking for a place they would be proud to work at when considering a job

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 in Paris. Lyon and Lille come in as second and third.
- Paris, Lyon, and Nice based recent graduates are most in demand and more likely to be approached via direct sourcing.

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. **83% of student members are using LinkedIn to grow and maintain their professional network.**

Our LinkedIn research also shows that **73% of Students in France will look for job opportunities on LinkedIn.**

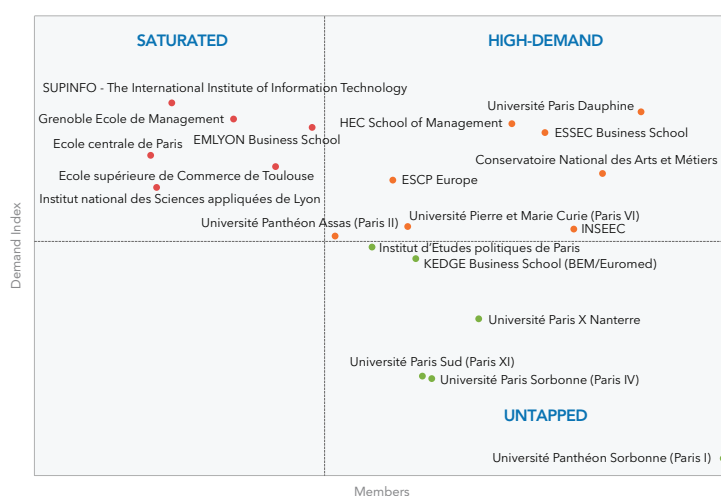
Student members use LinkedIn regularly to research companies, industries, and specific jobs and internships. Showcase your brand and put employment opportunities in front of highly engaged and increasingly connected students.

Where 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 technology, marketing and advertising, research, international trade and development, and human resources.

We found that **92% French students are willing to relocate for a job**, and a further **4% are willing to relocate only if it is within their country.**

University and school supply and demand (recent graduates)



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

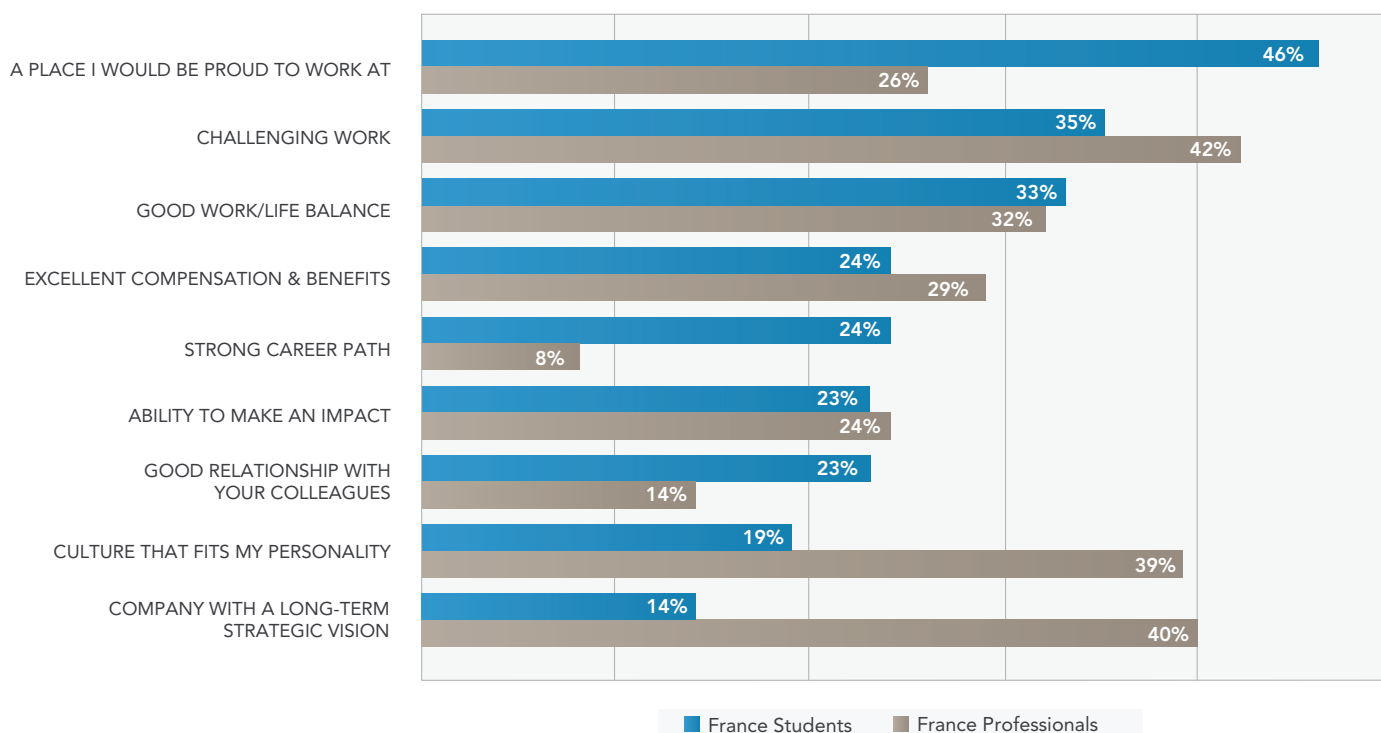
Top 10 penetrated French Universities and Schools on LinkedIn

1. HEC School of Management
2. Ecole Centrale de Paris
3. EMLYON Business School
4. Rouen Business School
5. ESSEC Business School
6. Audencia Nantes Ecole de Management
7. EDHEC Business School
8. ISC Paris
9. ESC Toulouse
10. ESCP Europe

Penetration = Current student volume on LinkedIn/Total student body

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 workplace pride, challenging work and good work/life balance. Students find these factors more compelling when considering a job.

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
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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: Student Talent Pool Survey - September 2013 – 204 France respondents

The Next Generation of Leaders is on LinkedIn

Insights on our Student members

October 2013

Italian students are looking for a place they would be proud to work at when considering a job

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 in Milan. Rome and Turin come in as second and third.
- Milan, Modena and Turin based recent graduates are most in demand and more likely to be approached via direct sourcing.

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. **71% of student members in Italy are using LinkedIn to grow and maintain their professional network.**

Our LinkedIn research also shows that **76% of Students in Italy will look for job opportunities on LinkedIn.**

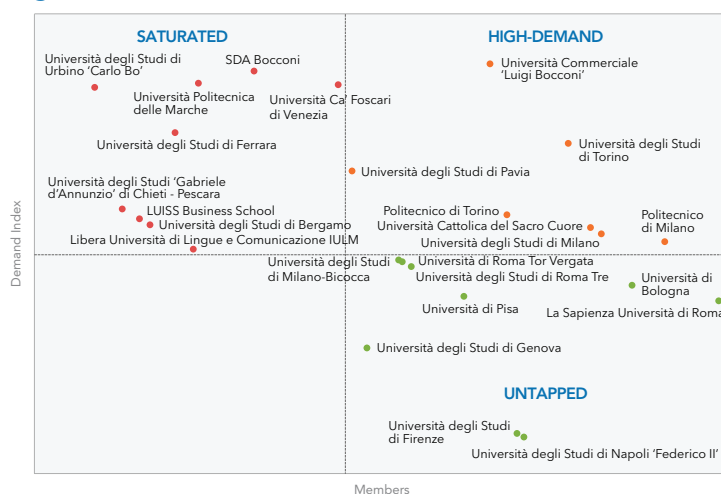
Student members use LinkedIn regularly to research companies, industries, and specific jobs and internships. Showcase your brand and put employment opportunities in front of highly engaged and increasingly connected students.

Where 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 technology, marketing and advertising, architecture and planning, mechanical or industrial engineering, and research.

We found that **89% of Italian students are willing to relocate for a job**, and a further **7% are willing to relocate only if it is within their country.**

University supply and demand (recent graduates)



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

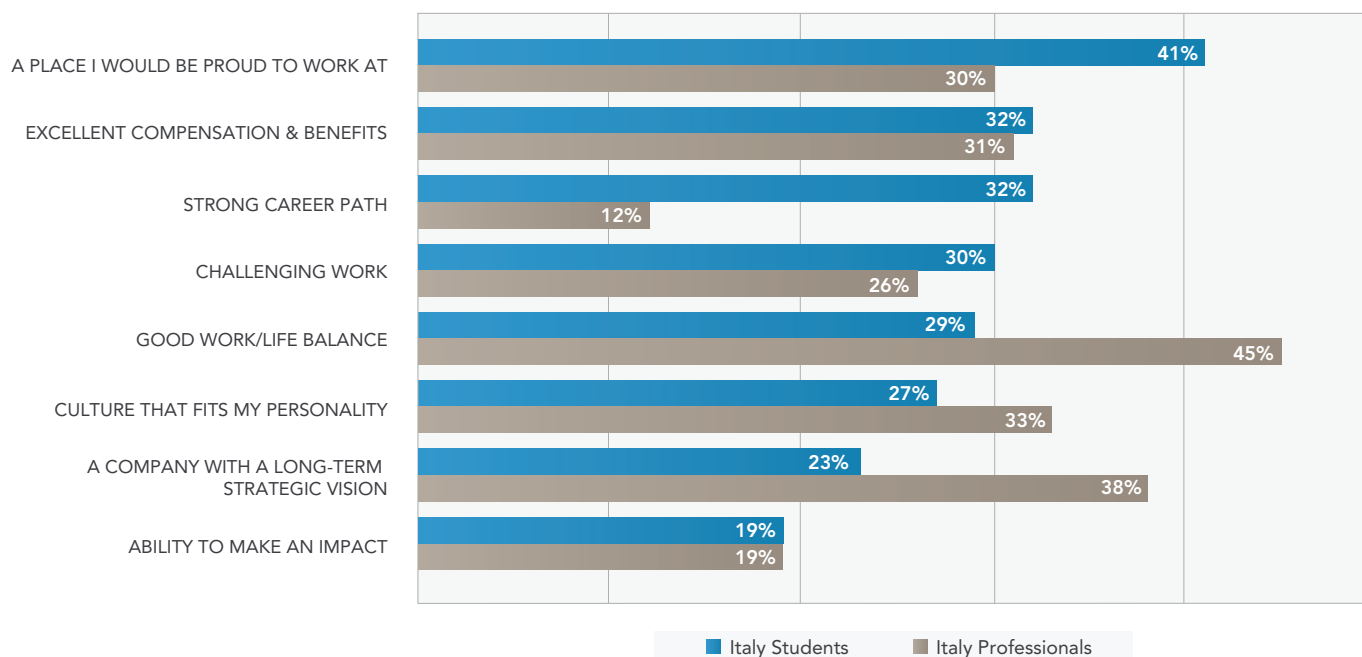
Top 10 penetrated Italian Universities on LinkedIn

1. Università Commerciale Luigi Bocconi
2. Politecnico di Milano
3. Politecnico di Torino
4. Università Cattolica del Sacro Cuore
5. Università degli Studi di Trento
6. Università Ca' Foscari di Venezia
7. Università degli Studi di Pavia
8. Università degli Studi di Milano
9. Università degli Studi di Padova
10. Università degli Studi di Milano-Bicocca

Penetration = Current student volume on LinkedIn/Total student body

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 workplace pride, excellent compensation & benefits and strong career path 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.

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Source: Student Talent Pool Survey - September 2013 – 197 Italy respondents

The Next Generation of Leaders is on LinkedIn

Insights on our Student members

October 2013

Nordic students are looking for *challenging work and the ability to make an impact* when considering a job

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 Nordic recent graduates on LinkedIn are in Denmark. Sweden and Norway come in as second and third.
- Stavanger, Bergen, and Stockholm based recent graduates are the most in demand and more likely to be approached via direct sourcing.

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. **84%** of student members are using LinkedIn to grow and maintain their professional network.

Our LinkedIn research also shows that **65%** of student members in the Nordics will look for job opportunities on LinkedIn.

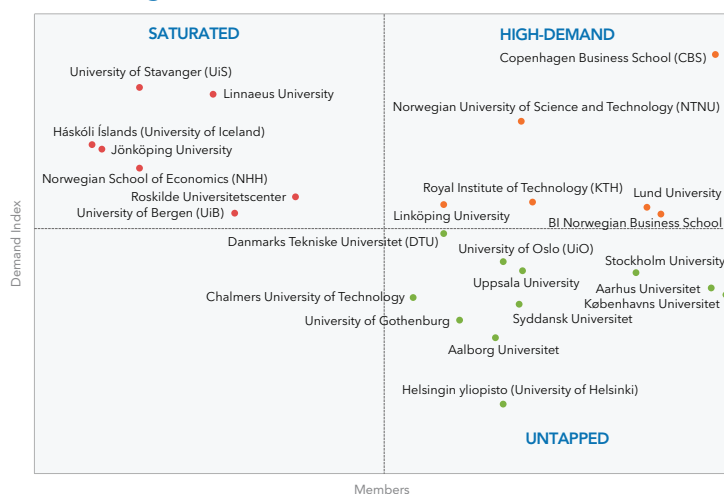
Student members use LinkedIn regularly to research companies, industries, and specific jobs and internships. Showcase your brand and put employment opportunities in front of highly engaged and increasingly connected students.

Where are graduates going?

Industry information provides unique insights into where new graduates are headed. LinkedIn network data indicates the top 5 industries on LinkedIn for this demographic are technology, marketing and advertising, research, oil and energy, and health care.

We found that **80%** of Nordic student members are willing to relocate for a job, and a further **13%** are willing to relocate only if it is within their country.

University and school supply and demand (recent graduates)



Where should you look for talent?

- **Untapped:** These schools have relatively lower demand, meaning hiring is likely to be easier
- **High-Demand:** These schools have the most activity, where overall demand is high and hiring may be difficult

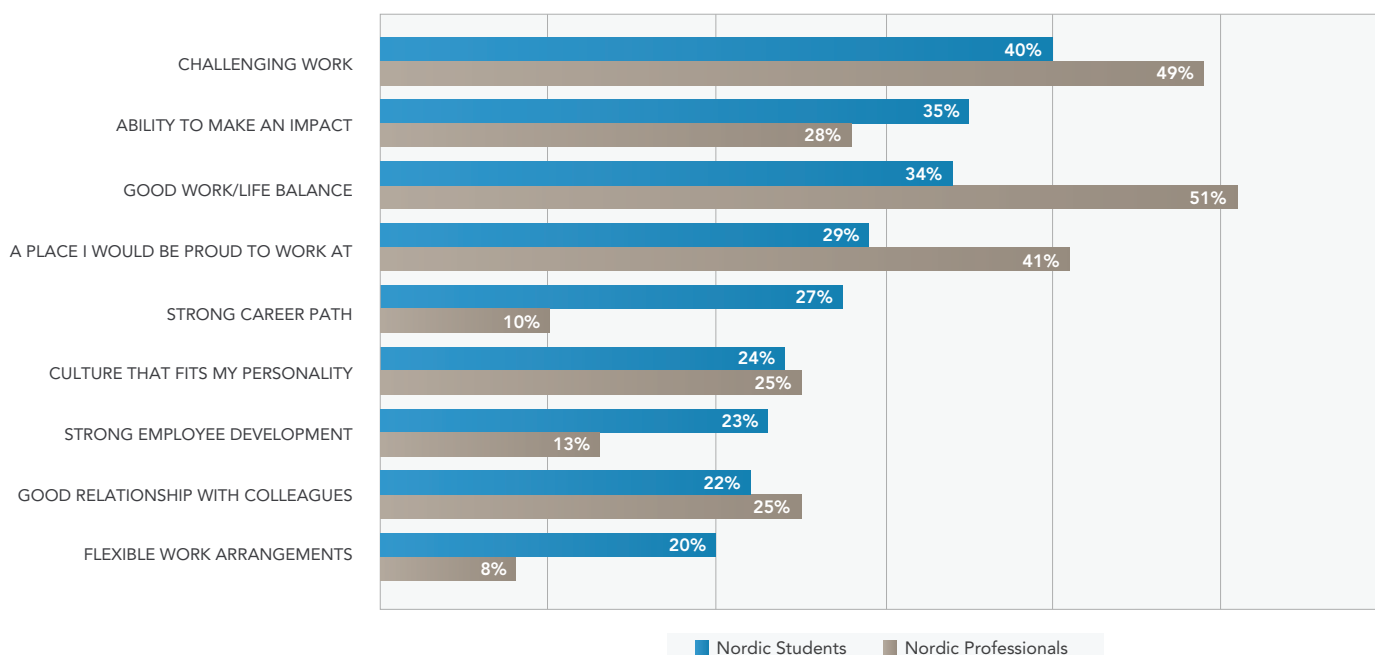
Top 10 penetrated Nordic Universities and Schools on LinkedIn

1. Stockholm School of Economics – Sweden
2. IT University of Copenhagen – Denmark
3. Copenhagen Business School (CBS) – Denmark
4. Danmarks Tekniske Universitet (DTU) – Denmark
5. Norwegian School of Economics (NHH) – Norway
6. Aalborg Universitet – Denmark
7. Royal Institute of Technology (KTH) – Sweden
8. Syddansk Universitet – Denmark
9. BI Norwegian Business School – Norway
10. Københavns Universitet – Denmark

Penetration = Current student volume on LinkedIn/Total student body

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 challenging work, the ability to make an impact, and good work/life balance. Students find these factors compelling when considering a job.

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.

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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? <http://lnkd.in/education>

Also, check out topics related to LinkedIn for students on our blog: <http://lnkd.in/blog-students>

Source: Student Talent Pool Survey - October 2013 – 214 Nordic respondents

The Next Generation of Leaders is on LinkedIn

Insights on our Student members

October 2013

Spanish students are looking for *good work/life balance* and *challenging work* when considering a job

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.

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- Madrid, Zaragoza, and Barcelona based recent graduates are most in demand and more likely to be approached via direct sourcing.

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. **67%** of student members in Spain are using LinkedIn to grow and maintain their professional network.

Our LinkedIn research also shows that **77%** of Student members in Spain will look for job opportunities on LinkedIn.

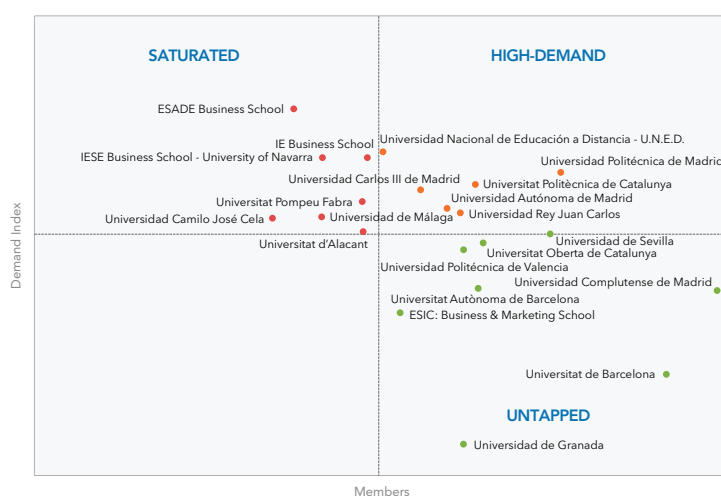
Student members use LinkedIn regularly to research companies, industries, and specific jobs and internships. Showcase your brand and put employment opportunities in front of highly engaged and increasingly connected students.

Where 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, mechanical or industrial engineering, technology, health wellness and fitness, and education.

We found that **95%** of Spanish student members are willing to relocate for a job, and a further **2%** are willing to relocate only if it is within their country.

University and school supply and demand (recent graduates)



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

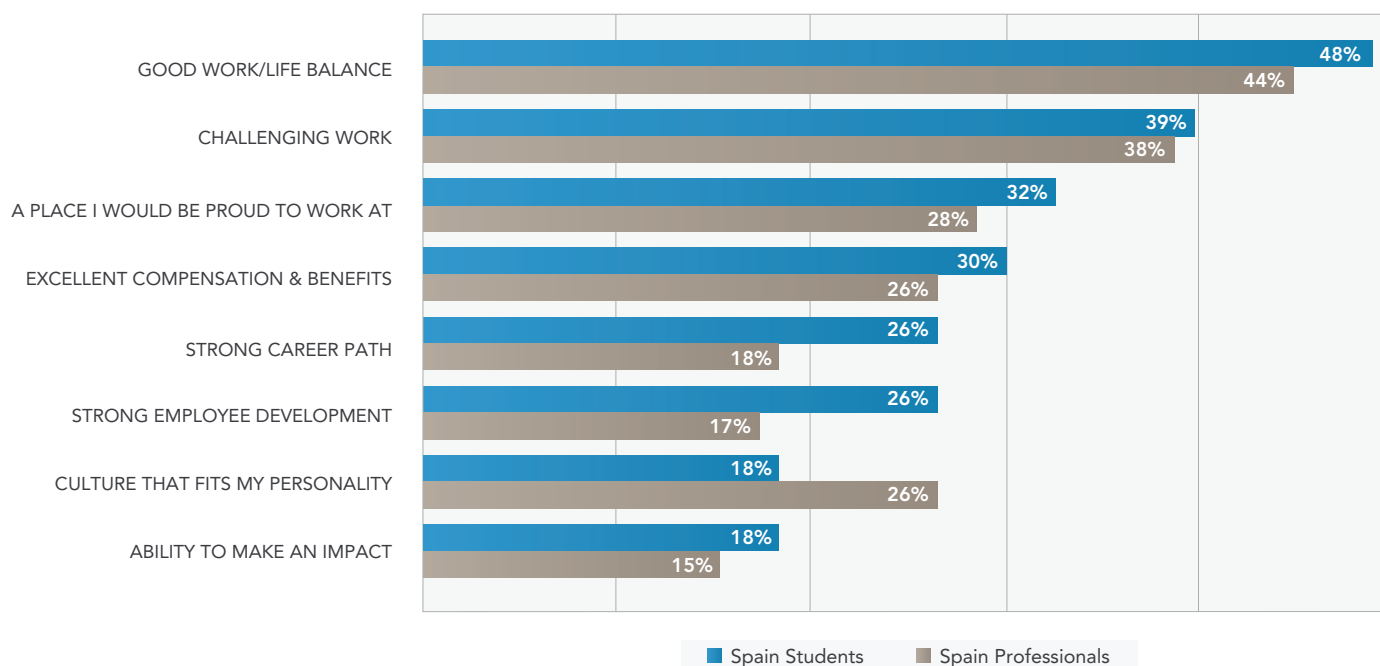
Top 10 penetrated Spanish Universities and Schools on LinkedIn

1. Universitat Pompeu Fabra
2. ESADE Business School
3. Universidad de Navarra
4. Universidad Carlos III de Madrid
5. IE Business School
6. Universidad Politécnica de Madrid
7. Universidad Rey Juan Carlos
8. Universidad Europea de Madrid
9. Universidad Complutense de Madrid
10. Universitat Oberta de Catalunya

Penetration = Current student volume on LinkedIn/Total student body

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: Student Talent Pool Survey - September 2013 – 239 Spain respondents

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

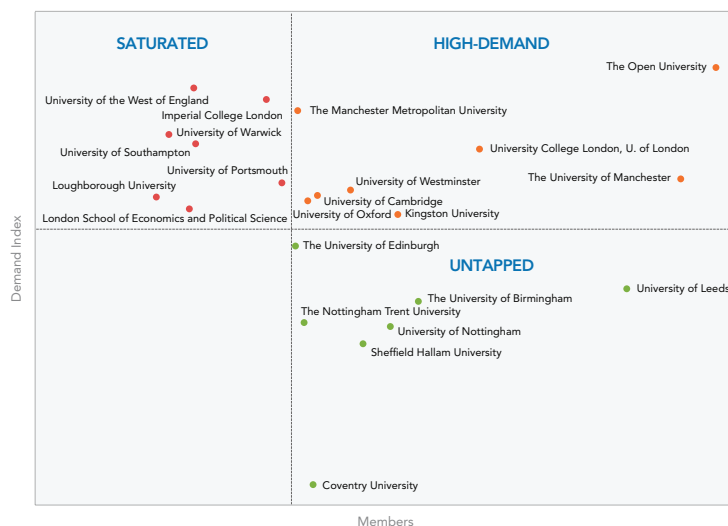
Students recognize LinkedIn as one of the best tools to jump-start their professional careers. Recent LinkedIn research shows that 34% of Students in Europe will look for opportunities on LinkedIn.

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

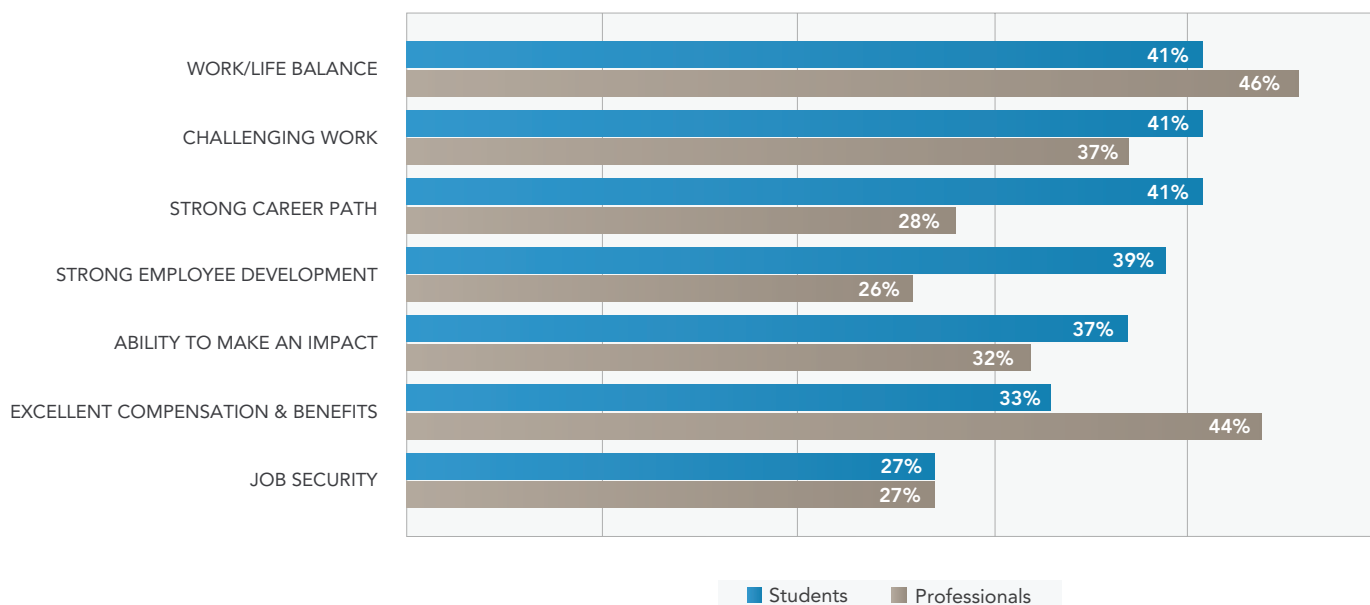
Penetration = Current student volume on LinkedIn/Total student body

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>

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

The Next Generation of Leaders is on LinkedIn

Insights on our Student members

May 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.

- New York, Boston, and LA have the largest current student populations
- Bay Area recent grads are most in demand, almost 4 times more likely to be approached via direct sourcing than their LA counterparts
- MIT, Caltech, and Stanford have high LinkedIn penetration
- Health care, technology, and professional services industries have the most recent graduates

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

Overview

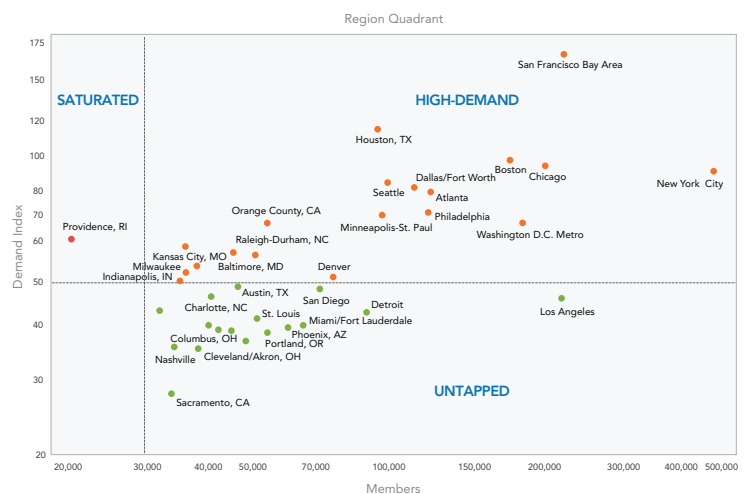
Students recognize LinkedIn as one of the best tools to jump-start their professional careers. Recent research shows that 35 percent of students plan to use LinkedIn as a primary source for their job hunt, an 8X increase over the last two years.*

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.

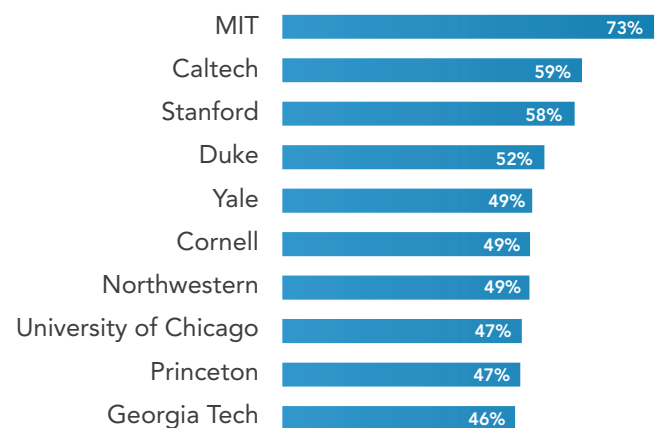
Where should you look for talent?

- **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 regional supply and demand



LinkedIn penetration at top US schools

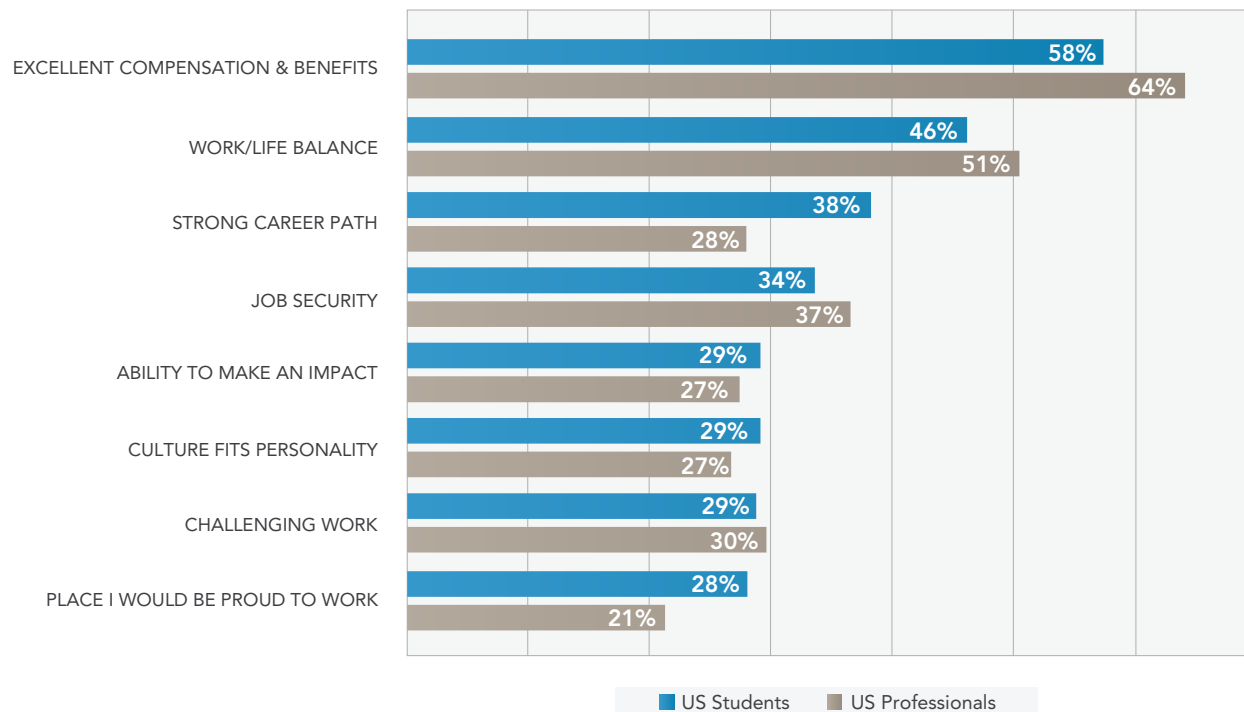


Where are graduates going?

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

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 compensation and benefits, work/life balance, and strong career advancement opportunities.

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.

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Source: LinkedIn Student Members July 2012 – Online Survey – 843 respondents

*AfterCollege Survey April 2013



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