

Points to consider

- ➔ For LinkedIn to work best, you need to build up your connections. Connect with everyone you already know, and people you meet, to increase your 2nd and 3rd degree connections. Join groups to view profiles of fellow members (e.g. The University of Manchester Alumni Association).
- ➔ Companies often use different terminology for placements, so also search for “industrial experience”, “internship”, “professional experience”, “sandwich year” and “year in industry”.
- ➔ Depending on the placement criteria required by your School, you could also look for “fixed-term contract” and “maternity/paternity cover”.
- ➔ **Always** check that a potential placement meets the criteria to be recognised as a course related placement BEFORE you make a formal application. There may need to be a project element and the core activity may need to relate to your programme of study. If in doubt, ask!

1 Ensure your profile looks professional

Your profile needs to give a good first impression. These are the essentials to get right, but you can find more tips in the **LinkedIn Academy workbook** on the Careers website. <http://bit.ly/mancareersLI>



- Tailor your profile **headline** to announce to recruiters that you are looking for a placement e.g. “Second year [degree programme] student seeking a placement in [areas of interest]”.



Sam Routledge You • Second year Neuroscience student seeking a placement in Alzheimer's research

- Add a **summary** section to your profile to highlight your experience and your career interests.
- Include a recent profile **photograph** that looks professional – your head should fill 60% of the frame.
- Ensure the titles of jobs and activities on your profile accurately describe each position – NOT “Intern” but “Marketing Intern”; not “Admin Assistant” but “Admin Assistant (Marketing)”.
- Add in relevant skills but be specific: include lab and IT skills, language skills, etc. Be specific with transferable skills too – NOT “communication” but instead “report writing”, “presentations” etc. Evidence these skills in the experience and education sections, like you would on your CV.
- Proof read it carefully! You can also book an Applications Advice appointment with the Careers Service to have your LinkedIn profile reviewed. <http://bit.ly/appsadvice>

2 Using the job search function

- Select the **Jobs**  tab at the top of the page and type the word “placement” in the **search jobs**  box – notice the different options containing the word “placement”, it is better not to be too specific!
- Search for the phrase “student placement” and location “united kingdom” (or your preferred location)
- Select **all filters** to refine your search further, including by job type (e.g. internship), a specific location, industry, job function and experience level (e.g. internship, entry level).
- You can search for jobs in specific companies too, though it is better to go to a company’s home page on LinkedIn as it will also link to their main website and your research will be more thorough.

3 Using the main search function

- Enter your search criteria e.g. “placement [company name]” or “placement [key word]” in the main search box on LinkedIn.
- LinkedIn will show profiles of people which contain those terms and, depending on your connection to those individuals, you can discover whether they have hired placement students in the past.
- Look at the list of profiles **People also viewed** for other placement student profiles.

4 Using Alumni search to discover where previous placement students went

- Enter “The University of Manchester” in the main search box to find the University’s profile page.
- Choose the option **see alumni** to explore career insights.
- Search for profiles of people from your programme using the search boxes (e.g. “industrial experience”) and explore where they did their placement. If you have a shared connection, consider contacting them for advice.

5 Looking on company websites

- Search for the LinkedIn profile of companies which interest you. You can also click on company logos in people’s profiles to view its profile page. You could also follow the link to their company website to look for recruitment information.
- Explore the list of employees to find out that sort of work they do. Look for profiles of other placement students. Are similar roles based in the same location? Do you have any connections? If you made a speculative approach, can you find the name of a senior manager or HR manager who looks appropriate to approach?

6 Switch on “career interests” in your profile settings

- Let recruiters know you are open to job opportunities by tailoring your ‘career interests’, e.g. job titles you are interested in, when you can start work, preferred locations, that you are looking for internship opportunities etc. When you complete this section it informs the jobs you see when you use the job search function on LinkedIn. It also informs the search results for recruiters headhunting on LinkedIn using LinkedIn Recruiter.
- Access ‘Career interests’ via the dashboard on your profile page or on the Job Search page. NB. If you don’t switch the ‘Open to opportunities’ option to ‘ON’ then you won’t be found by recruiters using LinkedIn Recruiter, so you should do that as soon as you are happy your profile is complete.

7 Don’t be afraid to make the first move

- Found a company that interests you but they aren’t advertising any placements? Try making a speculative approach. Look at the list of employees to find an appropriate person to contact and then message them through LinkedIn or contact them in the real world (you may find an office address or email you can use).
- The LinkedIn Academy workbook contains advice on contacting people via LinkedIn.
- Find out more about making speculative applications in our Job Search Guide. <http://bit.ly/jobsearchSPS>