



Why and How to Have a LinkedIn Strategy at Your Institution.

Introduction

Why institute a LinkedIn strategy at your institution?

The mandate of higher education today is clear – improve outcomes for all students who attend your institution. Ideally, your alumni will have the right skills and the strong ethics needed to be productive, positive members of society after graduation.

That's no small feat. And while you bring a lot of strengths to the table – your faculty, your campus, your culture, your technology – no one entity can do it alone. Which is why institutions seek out partnerships with like-minded organizations to further improve their students' chances.

LinkedIn and LinkedIn Learning is one such partner. We help institutions across the world to nimbly adapt to a rapidly-changing world to strengthen outcomes. And, we help students from all walks of life build their network, learn in-demand skills and, ultimately, land their target job.

90k+

Schools are on
LinkedIn.

Introduction

Why institute a LinkedIn strategy at your institution?

LinkedIn's comprehensive data can also provide you with an unprecedented look into where your graduates are getting hired, the biggest skill gaps among your current students and a real-time view into the in-demand skills companies are hiring for in your region. It's a great platform for connecting with alumni and potential students as well.

Bottom line, LinkedIn's vision and the vision of higher education are aligned – to create economic opportunity for all students. We both bring unique strengths to execute that vision that, while powerful on their own, become truly dynamic when coupled together.

58%

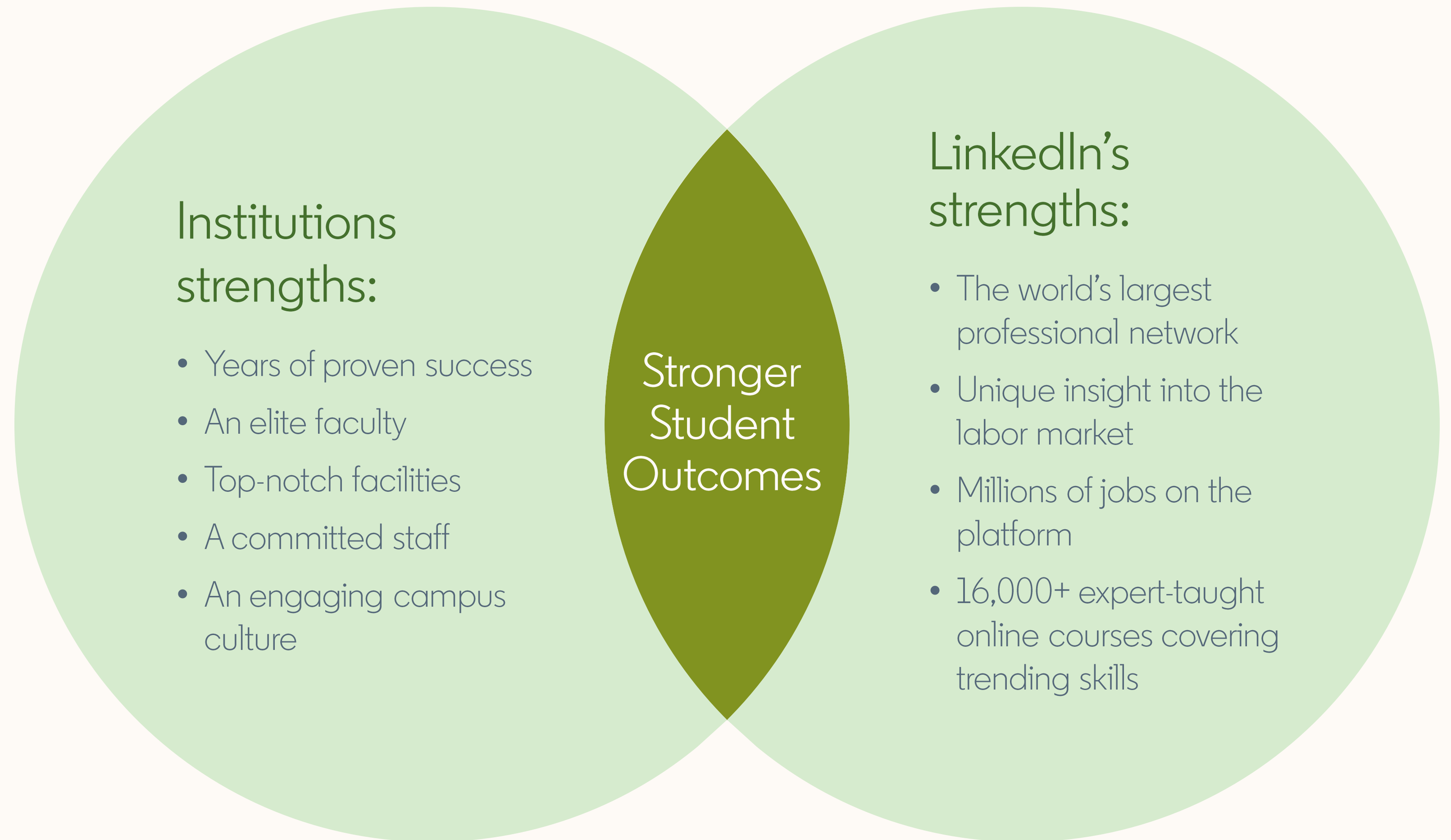
Of QS top global universities use LinkedIn Learning.

10M+

Students globally have access to LinkedIn Learning.

Introduction

We both possess unique strengths. By combining them together, we can bolster student outcomes.



The Why: 4 benefits of having a LinkedIn strategy at your institution.

1 Improve student outcomes by teaming with the world's largest professional network.

Connect your students to opportunity by empowering them to build out their brand, form relationships and learn trending skills on the world's largest professional network.

2 Get exclusive, real-time data on skill gaps and student outcomes.

Using the power of the LinkedIn Economic Graph, gain a clearer understanding of the largest skill gaps among your students, the skills companies in your region are looking for most and where your students are getting hired after graduation.

3 Foster relationships beyond your campus.

Build out your institution's LinkedIn presence to foster deeper relationships among potential students, current students and alumni.

4 Keep your students, staff and faculty on the cutting edge.

Leverage the 60+ courses LinkedIn Learning adds each week to ensure your students, staff and faculty members refine their skillset and remain prepared for tomorrow's opportunities.

"With LinkedIn and LinkedIn Learning, there is no better place where you can create an online resume, identify people with similar experience and efficiently and effectively job search and learn."



Rick Hodges
Dean
LA Community
College District

The How: 5 key focus areas for successfully leveraging LinkedIn on your campus.

1 Onboarding:

It starts with each student creating a LinkedIn profile early in their college careers, so they can build out their network and seamlessly access LinkedIn Learning to learn trending skills throughout their student experience.

2 Faculty:

Align LinkedIn Learning content to the curriculum to create a richer, more dynamic experience that covers tip-of-the-spear skills.

4 Career Services:

Leverage the power of LinkedIn to further connect your students to opportunity.

3 Student advocacy:

Create a bottoms-up groundswell for LinkedIn via the LinkedIn Learning Champions Program, where students empower students.

5 Staff:

Keep your employees up-to-date on the latest hard and soft skills so your institution remains on the cutting edge.

“With LinkedIn Learning, you can never stop learning. There’s no paperwork, no obstacles; just pick your course and learn whatever you want. It’s empowering.”



Riya Jindal
Recent Graduate
Lambton College

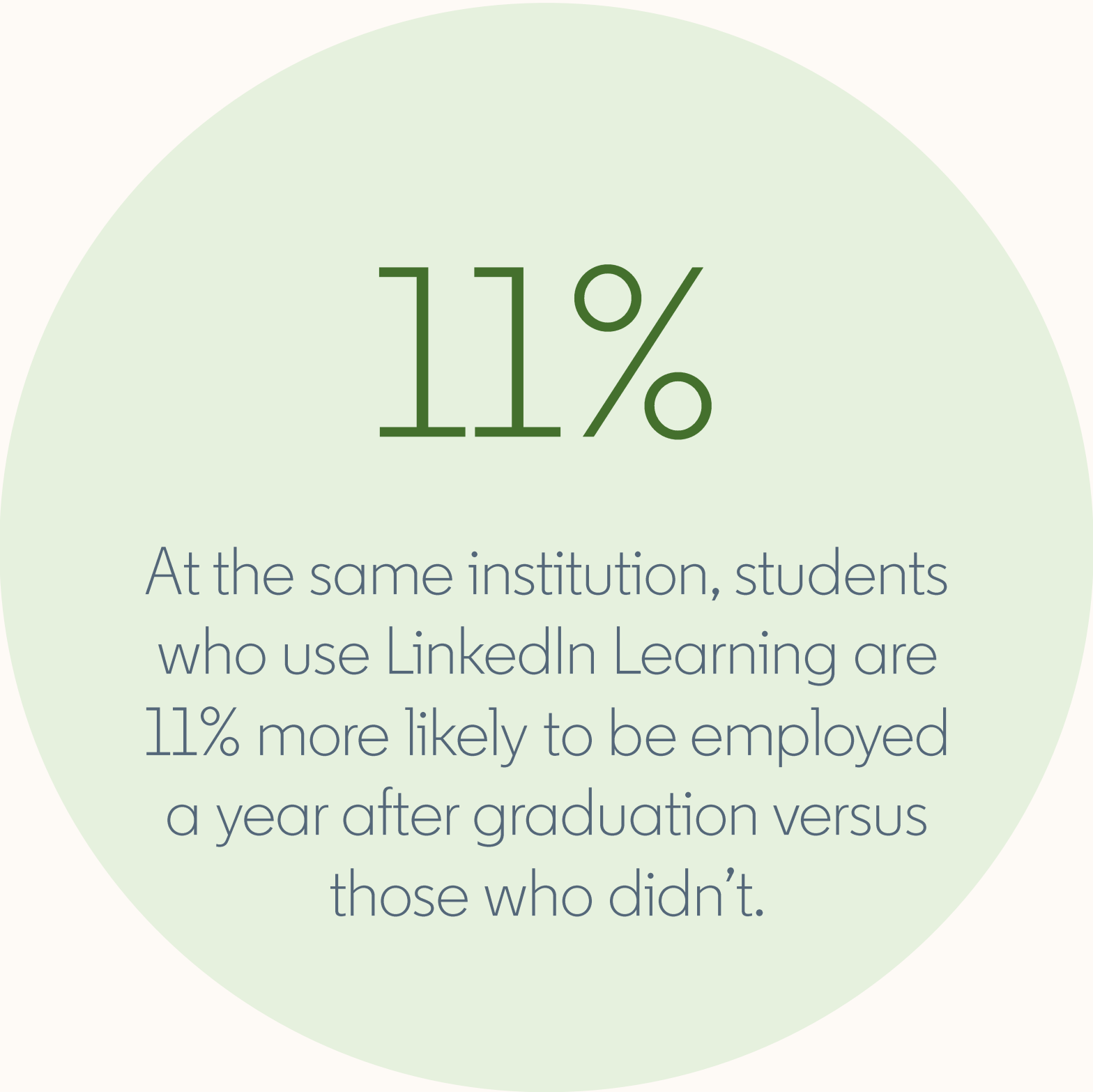
Introduction

The Result: Students who use LinkedIn Learning are more likely to be employed than those who don't.

At institutions that have LinkedIn Learning, we compared students who used the platform versus those who didn't.

The results were clear-cut. A year after graduation, despite attending the same institution, the students who used LinkedIn Learning were **11%*** more likely to be employed than those who didn't use it.

By adopting the strategies outlined in this guide, you'll drive higher usage of LinkedIn Learning. And, according to our insights, that'll drive significantly stronger student outcomes at your institution.



11%

At the same institution, students who use LinkedIn Learning are 11% more likely to be employed a year after graduation versus those who didn't.

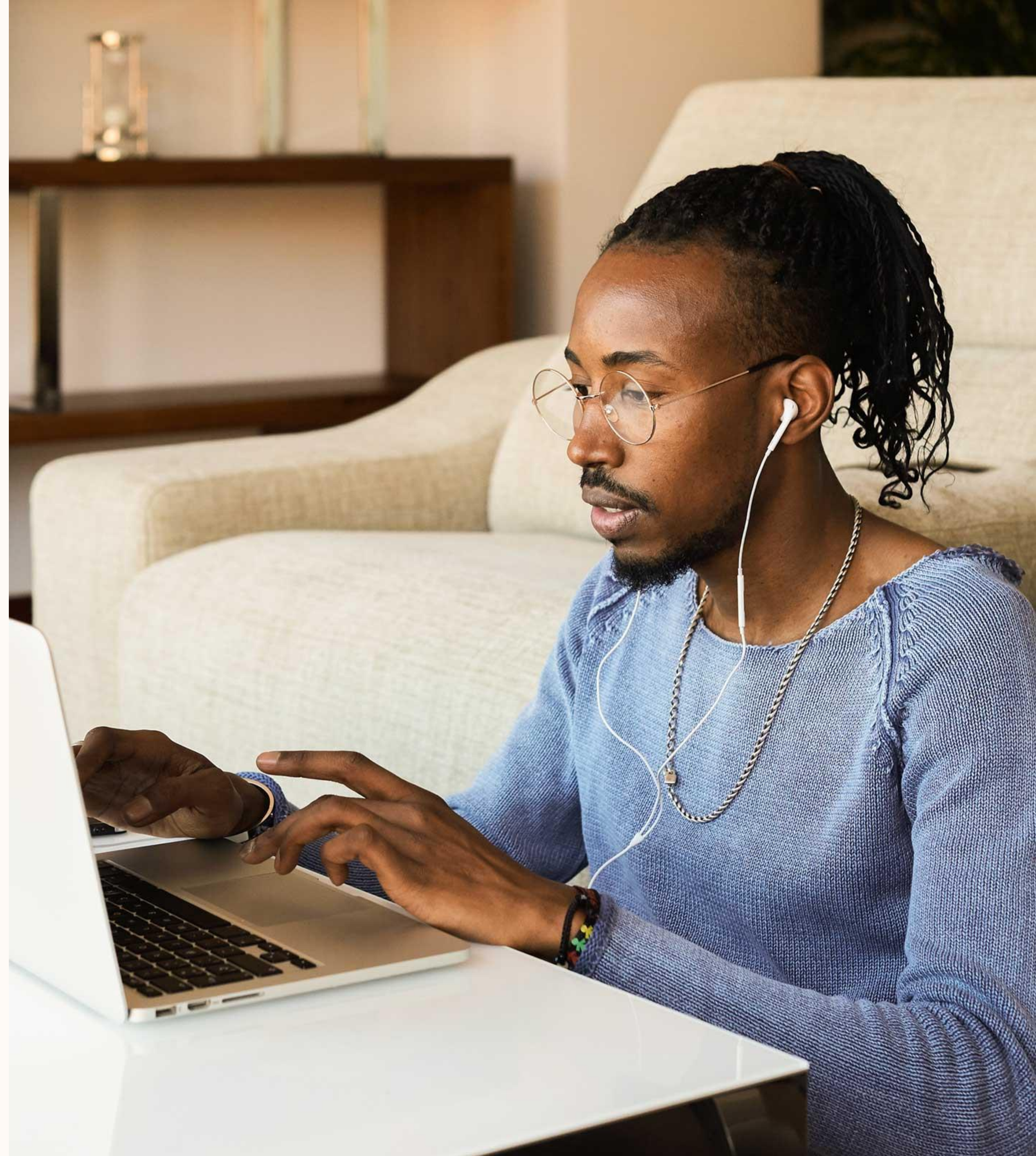
*Source:: LinkedIn analysis of student learners versus non-student learners.

Agenda

- 1 Onboarding
- 2 Faculty
- 3 Student Advocacy
- 4 Career Services
- 5 Staff

1 Onboarding

It starts with getting all your students on LinkedIn.



1 Onboarding

The Why: Boost student outcomes by encouraging all students to create a LinkedIn profile.

Why have every student create a LinkedIn profile? Four key benefits:

1 It increases their chances of getting hired after graduation.

The biggest reason. Forbes found a recent graduate with a strong LinkedIn profile has **twice** the chance of getting an interview when applying for a job, compared to recent graduate without a LinkedIn profile.

2 The earlier students create a profile, the stronger it'll be.

Why have students create their profile early in their tenure? Why not wait until they are actively looking for a job? Because the earlier a student creates their LinkedIn profile, the stronger their network will be when they graduate. This is particularly important for disadvantaged and underrepresented students who might not have existing networks to tap into.

2X

Having a comprehensive LinkedIn Profile with items like skills, course completion certificates, professional certifications and other content doubles callback rates for entry-level applicants, [according to Forbes](#).

1 Onboarding

The Why: Boost student outcomes by encouraging all students to create a LinkedIn profile.

Why have every student create a LinkedIn profile? Four key benefits:

3 It empowers students to explore their career options.

Through LinkedIn and LinkedIn Learning, students can learn about jobs, skills and challenges in virtually any industry or profession. This can help better inform them on pathways to career they'd like to have.

4 Students stay connected to learning tailored to their needs.

On LinkedIn, students are served personalized, relevant LinkedIn Learning content, so learning remains top-of-mind. Additionally, on LinkedIn, students can follow thought leaders and news in their desired field.

Institutional Value

If every one of your students has a LinkedIn profile, your institution will have a comprehensive look at where they are getting hired after graduation.

1 Onboarding

The How: Encourage students to create a LinkedIn profile in these 3 key moments.

You see the benefit of getting your students on LinkedIn. How do you make it happen? Take advantage of pre-existing moments. Here are three prime moments to encourage all your students to create their LinkedIn profile –

1 Freshmen orientation.

Set the tone before students even get on campus – your institution is dedicated to connecting them to opportunity. As part of orientation, have all students create their LinkedIn profile, so they can build out their network throughout their tenure.

2 In first-year seminar.

Many institutions have a first-year seminar course covering topics like study skills, basic financial literacy, etc. Consider a LinkedIn portion in this. One 45-minute course on how to best use LinkedIn can help students throughout their entire career.

Related course: [LinkedIn for Students](#)

3 When they declare a major.

Another milestone for students is when they officially declare their major. This changes from institution to institution, but it signifies a student making an important decision about the career they'd like to pursue. It's also a great time for them to connect on LinkedIn with alumni in their desired field and follow companies on LinkedIn they'd like to work for.

1 Onboarding

The How: Encourage students to create a LinkedIn profile in these 3 key moments.

There might be other moments that work best for your institution – you know best.

Regardless, having a systematic approach where all students create a LinkedIn profile and fully understand the benefits of the platform ensure they all are maximizing their opportunity.

“I want every single student, when they start at our institution, to activate and use LinkedIn. Because I see the impact it can make.”



Jimmt Dawes
Mentoring and tutoring
program Lambton College

1 Onboarding

An Example: King's College is encouraging students to get on LinkedIn early to boost their employability.

King's College – a prestigious public university in London – recognized that its students needed more than just a degree when they left the institution. They needed a well-rounded set of relevant skills to enhance their employability.

To do that, King's College encouraged undergraduates to create a LinkedIn profile right away and then curated LinkedIn Learning courses to enhance students' three years there. The course recommendations were:

1 Year One.

Content focused ramped-up reading, better note-taking, revision skills and how to build resilience and cope with pressure and setbacks.

2 Year Two.

The recommended content evolved to cover grammar, editing, proofreading, and software like Endnote.

3 Year Three.

The courses focused both on time and project management and career building via content on job hunting, giving elevator pitches and turning internships into permanent roles.

1 Onboarding

An Example: King's College is encouraging students to get on LinkedIn early to boost their employability.

King's College – a prestigious public university in London – recognized that its students needed more than just a degree when they left the institution. They needed a well-rounded set of relevant skills to enhance their employability.

The result? Thousands of students took the courses, with 72% saying they found the content useful, very useful or extremely useful. Anecdotally, students also reported being more prepared for the workforce, equipped with both skills and a strong professional profile.

“This is enabling us to offer a really comprehensive program of skills, while playing to our academic strengths. For students, it makes these skills more inclusive and more accessible.”



Dr. Eleanor Dommett
Senior Lecturer,
Dept. of Psychology
King's College

2 Faculty

Align LinkedIn to the curriculum to create a more dynamic learning experience.



2 Faculty

The Why: LinkedIn helps faculty provide a richer learning experience.

Faculty is the department on campus that has the biggest impact on students' lives. How well faculty engages and inspires their classes is the biggest determinant in how your students will remember their college experience.

The good news is faculty doesn't have to do it alone. Institutions know they need to provide their educators with the right resources to excel.

LinkedIn and LinkedIn Learning is one such resource. It's 16,000+ courses feature a diverse array of expert instructors across hundreds of subjects, covering tech skills like Python and cloud computing to creative skills like Photoshop and design thinking to essential soft skills like leadership and communication.

(cont.)



“There are very few other platforms that had such a broad array of resources that were appropriate for the needs of students. It covered the most in-demand technical and soft skills across so many areas.”

David Porter
on LinkedIn Learning
Former CEO,
eCampusOntario

2 Faculty

The Why: LinkedIn helps faculty provide a richer learning experience.

(cont.) Faculty can align LinkedIn Learning content to complement their curriculum by covering trending hard and soft skills. LinkedIn Learning representatives will also help map content for faculty, based on their needs.

LinkedIn Learning content can also help flip the classroom, freeing up time in class for discussion, practice, application and feedback. This approach can provide deeper learning for students and a more rewarding experience for faculty.



“The courses offered by LinkedIn Learning are practical, they are reflective of the real world, and the videos are appropriate for what we need.”

Rick Hodges
Dean
LA Community College
District

The How: 4 best practices for faculty leveraging LinkedIn Learning to bolster student outcomes.

What are best practices for faculty leveraging LinkedIn Learning? Here are four:

1 Weave LinkedIn Learning into the curriculum.

Technology is changing at a pace textbooks cannot keep up with. To fill that gap, weave LinkedIn Learning and its 60+ new courses each week into the curriculum to cover the latest skills, while faculty can focus on foundations, discussion and practice.

2 Stay connected with students after graduation.

No longer do relationships have to end when classes do. Instead, faculty can connect with students on LinkedIn and remain connected years after graduation. Plus, they can write recommendations for their students on LinkedIn, making the student more appealing to hiring managers.

60+

60+ courses are added each week to LinkedIn Learning, covering the world's most in-demand skills at that given moment.

2 Faculty

The How: 4 best practices for faculty leveraging LinkedIn Learning to bolster student outcomes.

What are best practices for faculty leveraging LinkedIn Learning? Here are four:

3 Leverage LinkedIn insights to inform your focus.

What new programs should you create? What are the key skills students need right now? Use LinkedIn insights to inform what to prioritize.

4 Promote social learning to increase collaboration.

Courses on LinkedIn Learning also feature learning groups, so students can learn from each other and experts to fully absorb concepts.

100%

Of LinkedIn Learning instructors are experts in their field, with real-world experience.

2 Faculty

How UCF uses LinkedIn Learning in its popular new Integrated Business program.

The University of Central Florida's Integrated Business program has only been around since 2016. Thanks to its exponential growth, the program is already the second-most popular on campus.

What are some things you won't see in any class within the program?

A textbook or a lecture. Instead, UCF uses only online resources – including LinkedIn Learning – to complement their courses. Classroom time is spent on group projects, presentations and feedback.

[Click here](#) to read more about their program.

“When we launched this, it was met with a healthy amount of skepticism. That skepticism has pretty much all gone away.”



Jim Gilkeson
Chair of UCF's
Integrated
Business Program

“I find it easier to use LinkedIn Learning than trying to learn something like Excel in a lecture. This way I can watch the video, pause it, and practice as I go along.”



Gabriel Santiago
Graduate,
Integrated
Business Program

2 Faculty

An example of when LinkedIn Learning was weaved into a classroom.

In the winter of 2020, when Instructor Kari Meixl was reflecting on how to best teach her Professional Sales course at Wisconsin's Fox Valley Technical College (FVTC), her mind went to what else she could add to the course to further bring it to life.

"I was looking for ways to incorporate resources into the course that would be more hands-on and meaningful," Meixl said.

One option was LinkedIn Learning, as FVTC already had a campus-wide subscription to it. After vetting the platform, Meixl was impressed enough to assign the Learning Path "Become a Sales Representative" to students on the platform.

How did it go? It exceeded expectations. Not only did students say it made the course more engaging, they got the additional benefit of building out their profile on the world's largest professional network.

"I learned so much from LinkedIn Learning. For me, I learn a lot faster from listening, as opposed to reading. And the passion the instructors showed was unbelievable."

Paul Sadiev
Student,
Fox Valley Technical College

"Best learning experience I have ever had virtually. Being able to complete the curriculum at my own pace was much more inviting and got me excited to get back into it."

Ellizer Clune
Student,
Fox Valley Technical College

3 Student Advocacy

Grow grassroots activism via the LinkedIn Learning Champions Program.



3 Student Advocacy

Take advantage of the LinkedIn Learning Champions Program to drive student-to-student advocacy.

In any organization, going top-down can only go so far. That's especially true in higher education, where students tend to gravitate toward what other students gravitate towards.

That means, to drive a successful LinkedIn strategy at your school, it can't just come from admins, teachers and career services. Student-to-student advocacy is also critical.

Enter the [LinkedIn Learning Champions Program](#). The program gives students at your campus the opportunity to become LinkedIn Champions, where they get leadership experience, a portfolio of projects, a reference letter from LinkedIn and a stronger network.

More importantly, those Champions work to drive engagement of LinkedIn on your campus. They give seminars, talk in classes and inspire other students to take control of their career path.

Hundreds of students have gone through the program, inspiring thousands more to build out their brand on the world's largest professional network. It's a great way to further drive outcomes at your institution – with no further work needed from you.

3 Student Advocacy

Take advantage of the LinkedIn Learning Champions Program to drive student-to-student advocacy.

Campuses who participate in the LinkedIn Learning Champions Program see:

60%

More
engagement
on LinkedIn

15X

Increase in LinkedIn
Learning course
completions.

2X

Lift in activation
rate of LinkedIn
Learning.

3 Student Advocacy

The Why: 3 benefits of participating in the LinkedIn Learning Champions Program.

1 Drive engagement of LinkedIn.

Institutions with the LinkedIn Learning Champions Program see a 10% increase in activation of LinkedIn Learning among students. That means, more students learning trending skills and building out their professional brands.

2 Build a generation of leaders.

Champions themselves see the most benefit from the program. 80% of Champions would recommend the program to a fellow student, as 89% of Champions said their network grew from the program and 83% said it improved their overall skillset. That sets Champions up for long-term career success.

3 Improve your campus culture.

The LinkedIn Learning Champions Program provides students with another outlet for being active on campus, while also improving the job readiness of themselves and fellow students.

“I wanted to share the good news that I will be a summer intern in May! The LinkedIn Learning Champions Program helped me greatly in the application process because my portfolio of events served as a great storytelling tool to show how I was creating community on campus around professional development.”

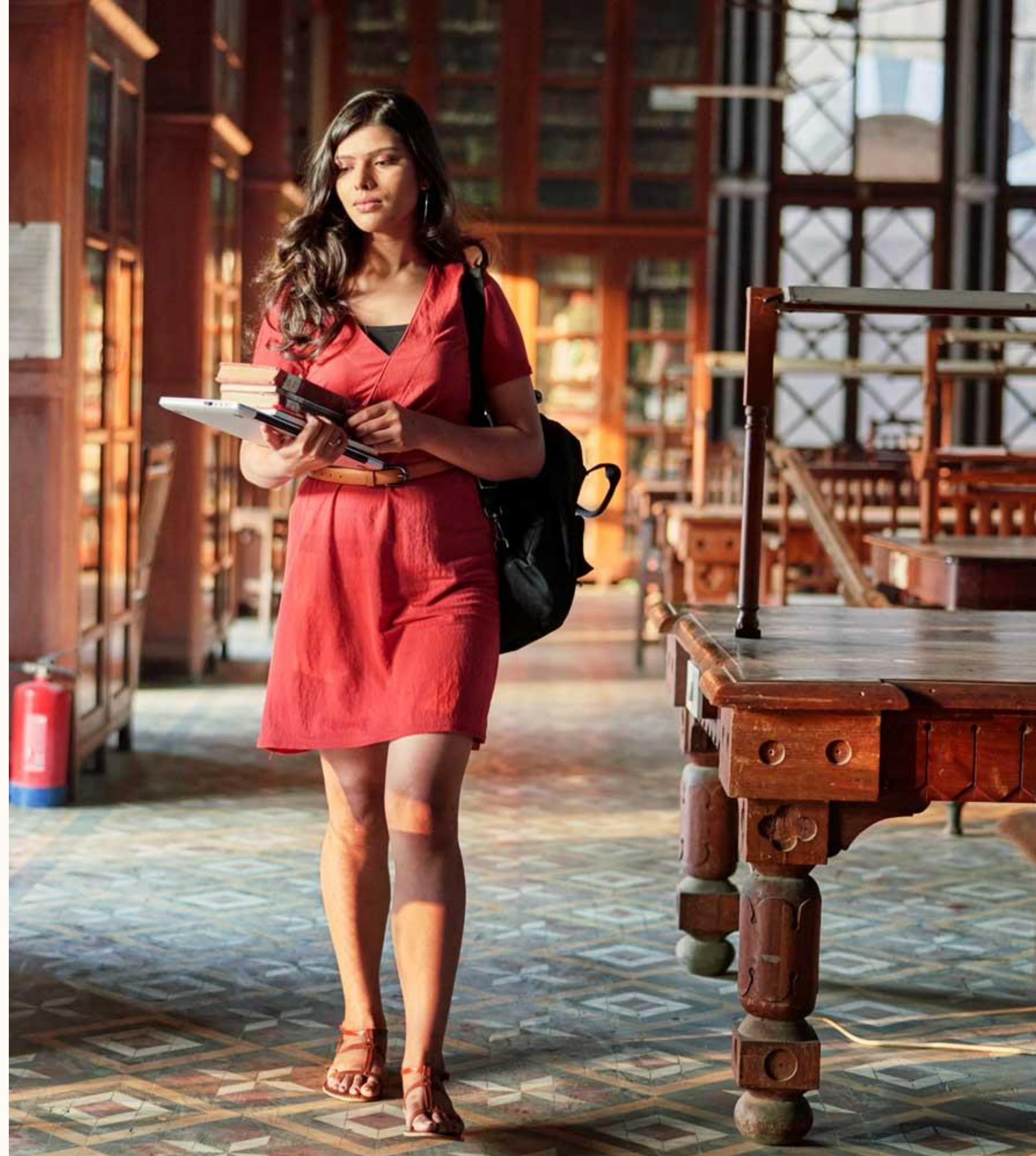


-Cesar Lozano Hernandez
LinkedIn Learning Champion
University of Toronto, Mississauga

4

Career Services

Leverage the power of LinkedIn to further connect your students to opportunity.



The Why: LinkedIn can help Career Services actualize their mission of improving student career readiness.

Of all the departments on campus, career services has the most obvious synergies with LinkedIn.

The mission of many institutions' career services departments is to improve the career readiness of students to prepare them for post-graduate success. One of the most effective ways to do that is encouraging students to build out their footprint on the world's largest professional network.

Additionally, LinkedIn Learning's job-seeking courses can build your students' networking and interviewing skills at scale. And LinkedIn Learning's insights can inform your career readiness strategy by revealing what skills companies are looking for at any given moment and who is hiring your students after graduation.

“My first three jobs, I got through LinkedIn. There's no better place to build your network, learn new skills and land a job.”



Gabriela Castro
Finance Project
Coordinator
Graduated college in 2018

The How: A 5-step guide for career services on helping students getting the most out of LinkedIn.

1 It starts with having students build a strong LinkedIn profile.

Improve students' chances of getting hired by encouraging them to have a professional photo, list relevant skills, add their experience, get recommendations and tell their story.

2 Encourage students to build out their network.

Once their profile is set, encourage your students to connect with alumni in their desired field on LinkedIn and follow the companies they want to work for.

3 Promote LinkedIn Learning's networking, job-seeking and interviewing courses.

Empower students to learn key skills on their time by promoting career-readiness courses on LinkedIn Learning. Also, students can become more attractive to job-seekers by learning trending, in-demand hard and soft skills on the platform.

4 Show off their work.

Whether it's a LinkedIn Learning Course Certification, a blog or their latest design, encourage students to add their credentials and work to their LinkedIn profile.

5 Leverage our insights to help your students get hired.

Gain a better understanding of the skills companies in your region are looking for and help [guide students toward the right opportunities.](#)

The How: A 5-step guide for career services on helping students getting the most out of LinkedIn.

11M+

Open jobs are on
LinkedIn.

2M

Small businesses
hire on LinkedIn.

95%+

Of the Fortune 500 uses
LinkedIn Talent Solutions
to attract, source and
hire talent.

3 stats to share with job-seeking students.

4X

Applying to a job within the first 10 minutes after receiving a LinkedIn job notification can increase your chances of hearing back by up to 4X.

9%

A LinkedIn member with a LinkedIn Learning certificate added to their profile is 9% more likely to get hired than a member without one.

4X

On LinkedIn, applicants are nearly 4x more likely to get a job at a company where they have connections.

10 LinkedIn Learning courses that'll help your students become more career-ready.



- 1 [Job Hunting for College Grads](#)
- 2 [Rock Your LinkedIn Profile](#)
- 3 [Professional Networking](#)
- 4 [J.T. O'Donnell on Making Recruiters Come to You](#)
- 5 [Expert Tips for Answering Common Interview Questions](#)
- 6 [Managing Stress and Building Resilience While Job Hunting](#)
- 7 [Resume Makeover](#)
- 8 [Jodi Glickman on Pitching Yourself](#)
- 9 [Turning an Internship into a Job](#)
- 10 [Career Advice from Some of the Biggest Names in Business](#)

[See more](#)

5 Staff

Keep your employees up-to-date so your institution remains on the cutting edge.



5 Staff

Finally, keep your staff up-to-date with the latest skills, so they can be the best for your students.

How do you keep your institution on the cutting edge?

World-class facilities are great, but the most essential aspect is keeping your staff up-to-date. Creating a culture of learning ensures your employees stay current, so they can be the best for your students.

To help, LinkedIn Learning can upskill your staff at scale, for a fraction of the cost and resources it takes to conduct in-person training. And keeping your employees learning and growing also inspires them to bring their best each day.

There are institutional benefits as well. With LinkedIn's insights, you can see relative skill gaps and strengths among your staff. You can see who is learning what, to get a better sense of your institution's most pressing needs. You can assign content to meet mission-critical needs. And, you can reduce the amount of tickets coming to your IT help desk by empowering your staff to learn the latest technologies on their own schedule.

Bottom line, the best way to instill a growth mindset into students is to by having your staff demonstrate one. LinkedIn and LinkedIn Learning is part of making that happen.

“Knowing that the immediate training needs of faculty, staff and students are being met makes LinkedIn Learning an essential resource for our community.”



Renee M. Cicchino
Director Of Instructional
Design and Training
Seton Hall University

The Why: 5 benefits of providing LinkedIn Learning to your staff.

1 Strengthen your leadership pipeline.

When surveyed, higher ed staff talent developers said the skill they're most looking to build internally is leadership. But leadership programs alone aren't enough – managers need access to on-demand, in-the-moment learning so they can continually improve. LinkedIn Learning can provide exactly that.

2 Keep your employees current on technical skills.

By adding 60+ courses a week and partnering with organizations like Microsoft, Adobe and Google to release content the day new software is released, LinkedIn Learning helps your staff remain up-to-date.

3 Engage your employees.

According to Gallup, employees care more and take less sick time when they have a job where they feel like they can learn and grow. LinkedIn Learning is one tool for creating that kind of learning culture.

The Why: 5 benefits of providing LinkedIn Learning to your staff.

4 See exclusive skill gap insights.

With LinkedIn insights, you can see the "skill portfolio" of your institution and compare it to similar institutions, analyzing your relative strengths and weaknesses.

5 Do it all at scale.

LinkedIn Learning empowers your staff to learn on their time, on desktop or mobile, for a fraction of the cost of in-person training. Of course, there's still a place for in-person training, although even that can be enhanced by "flipping the classroom" via online learning.

#1

The biggest priority of higher ed talent developers in 2020 is enabling self-directed learning with online learning solutions.*

The How: 4 strategies for driving meaningful online learning among your staff.

1 Recommend courses.

Want to drive adoption of LinkedIn Learning? Recommend a course to all employees on an institution-wide initiative like improving wellness – it's a great way to get people into the platform. Even without a mandate, recommending relevant courses – or empowering department heads to assign relevant courses to their employees – is a great way to scale learning and close pressing skill gaps.

2 Weave it into existing talent initiatives.

Have a leadership program? An onboarding program? How about performance reviews? All of these can be made stronger by weaving in online learning. Additionally, by familiarizing employees with online learning through these programs, you make them more likely to continue learning on their own.

#1

A survey of 2,000 professionals found what they most want in an online learning solution is one with personalized course recommendations.*

*Source: [LinkedIn Workplace Learning Report — Higher Education Edition](#)

The How: 4 strategies for driving meaningful online learning among your staff.

3 Encourage your managers to leverage it.

Your managers have unique insight into the strengths and weaknesses of their employees. Add them as administrators or curators so they can assign content to their employees to close skill gaps. If done correctly, it's a win-win for the institution and the employee, as both improve.

4 Advertise, advertise, advertise.

Put up posters around the office promoting learning. Create a newsletter that highlights relevant courses – for example, right before performance review season, highlight our performance review courses. Create a competition to see which department can learn the most. These sorts of campaigns inspire your employees to make their development a priority.

For more tips on developing your staff, see our [Learner Engagement Playbook](#).



LinkedIn Learning

LinkedIn Learning is a leading online learning platform that helps students, staff and faculty learn relevant skills and achieve their goals. It combines a library of 16,000+ up-to-date courses in 7 different languages with an engaging, intuitive and personalized learner experience.

LinkedIn Learning also includes real-time skills insights that help institutions identify skills gaps and see where their students are getting hired after graduation. For more information on how LinkedIn Learning can help your campus, visit learning.linkedin.com/for-higher-education.

58%

Of top universities on the QS World University Ranking List work with LinkedIn Learning to improve student outcomes