



# Finding Alumni on LinkedIn

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Networking with alumni is a great strategy for your b-school job search.

You may have had the same professors, been part of the same club or share one of many similar experiences while at b-school. Sharing the same educational experience provides a warmer way for you to introduce yourself and increases the odds of the person accepting your invitation to connect.

There is a very simple way to research and find alumni on LinkedIn and most people don't even know about it! This somewhat hidden LinkedIn feature is invaluable for b-school students!

There is an Alumni page for almost every college and university and it allows you to easily sort and filter alumni.

If you haven't reached out to alumni (or classmates) yet, here are ways you can use LinkedIn's alumni resource.

This video will help you find alumni:

Find and Connect to Alumni on LinkedIn: <https://vimeo.com/233050632>

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## Where is It?

There are two ways to reach the alumni feature. You can type in the college or university name from the search bar at the top. Make sure you select the school's university page not the company page. The other way to access it is to click on your school's logo from your profile. Either way should take you to the school's page where you will find the "See alumni" button.

*Tip: You can search alumni from ANY school, whether you attended the school or not!*

## What Information Can You Find?

You will find alumni information including:

- where they live
- where they work
- what they do

You can filter what you see by clicking on the bars under where they live, work or what they do. This will show only those alumni who meet the criteria.

When you scroll down the page, you will see a profile snapshot for all the alumni who meet the criteria you filtered or searched for.

*WARNING. If you are not connected to the person but want to connect, ALWAYS go to the person's profile page before clicking on the connect button. This ensures you will be able to personalize your invitation to connect. And you always want to send a personalize message when you invite someone to connect on LinkedIn. ►*



### More Filtering Options

Besides being able to filter by the above-mentioned criteria, you can also filter and view results by:

- what they studied
- what they are skilled at
- how you are connected

To get to this second page of information, look at the top right for “< Previous Next >”

### Find Alumni by Where They Work (Worked)

Are you looking for career advice or want to know how you can get your foot in the door with your dream company? Simple. If the company appears in the “where they work” column, click on the bar to filter only those alumni who currently work or previously worked for that company. Or you can type the company name in the search window to search for alumni with that company in their profile.

Scroll down below the summarized information and you’ll see the profiles of alumni. You’ll also see the option to “connect” but remember, go to the person’s profile and invite from there so you can personalize the invitation you send.

On the next page of search results, take notice of the top skills people who work in those companies have. Hint, hint: have you listed those skills in your LinkedIn profile (if you have them)?

### Search by Year Graduated (or Attended)

You can enter a range of years to find alumni who attended during that time or if you want to see a list by the year they graduated, you can do that too. Change the “attended” to “graduated” by clicking on the triangle/arrow.

### Search by Geography

Do you want to relocate to a new city? Try looking for fellow alumni in a new city to make your transition easier. Or maybe you just want to catch up with local alumni. Search for the city under the “where they live” column or if you don’t see it, type the city in the search window.

### Search by Title, Keyword or Other

To find alumni who have a certain job title or have certain keywords in their profiles, or any other criteria, you can use the search window next to the magnifying glass. This allows you to search for any keyword/criteria that appears in alumni profiles.

### Career Exploration

Do you want to know what skills you should develop or uncover a new career path? LinkedIn’s alumni feature provides data to help you explore new career options.

### Personalized Invitation Messages to Alumni

The invitation to connect you send to alumni needs to be personalized. You want to create the best possible first impression. Here are a couple of templates to help you craft your invitation.

“In looking at your profile, I see you are a fellow alumni of \_\_\_\_ university. I also noticed we have similar interests in \_\_\_\_\_. I would enjoy the opportunity to connect and chat sometime.”

“I was looking at your profile and I am very impressed with your accomplishments in \_\_\_\_\_. As a fellow alumni of \_\_\_\_\_, please accept my request to connect. I’d love to talk to you about how you accomplished \_\_\_\_.”