



## TRY THE LINKEDIN ALUMNI TOOL

### Why?

LinkedIn ([linkedin.com](https://www.linkedin.com)) is the world's largest professional network and is excellent not only for networking but also for finding up-to-date information about the world of work. The alumni tool on the University of Helsinki LinkedIn page allows you to search for past and present University of Helsinki students using search terms and criteria of your choice. The alumni tool is handy when you want to find University of Helsinki alumni who are working in organisations or positions that interest you. The alumni tool is also useful when you want to create an overview or acquire information about which organisations, positions and countries alumni in your field are employed in.

You can use the alumni tool purely as a search tool and not contact anyone. We nevertheless encourage you to reach out to interesting people – both those you know and those you do not yet know – who come up in your search and to invite them to become connections. LinkedIn is a very democratic community in which you can network with anyone regardless of their rank or title.

LinkedIn and especially its alumni tool are also great ways of finding potential candidates for an information interview because alumni are usually highly motivated to give back to their alma mater and help their junior colleagues.

### How?

1. Log in to LinkedIn and [go to the alumni tab of the University of Helsinki's LinkedIn page](#) or type 'University of Helsinki' in the search field at the top of the page, then select the 'Alumni' tab on the University page. The alumni tab will give you the profiles of thousands of people whose common denominator is the University of Helsinki.
2. After your search, you can filter the profiles by category (e.g., by where they work or what they do). Click the arrow that reads 'Next' for more categories.
3. You can also use the search field to type in search terms of your choice to look for people who work with certain questions or themes. Use specific search terms. You can also search for people by their discipline, major or degree programme. NB! We recommend using English search terms because Finnish search terms often yield considerably fewer results.
4. In the search field, type in your interests or skills, your degree programme or a job title that interests you and see what kind of people you can find and what kinds of organisations they work in.
5. If you want, you can filter the search results to show only alumni who graduated during a certain period (e.g., in the past five years).
6. You can also filter your search by clicking on any of the bars. In the 'Where they work' category, for example, you can select a specific company and look at only people who work there. When you have limited your search to the degree you want, scroll down to below the categories to see your search results, i.e., the people whose profiles match your search terms.



When you see people who interest you, look at their profiles. You will find a lot of information about their educational background, career, current job and skills they use in their work. You can either follow these people or send them a request to connect. It is perfectly okay to connect with people who you do not know, but it is polite to include a short message with your connection request explaining who you are and why you want to network.

Do a couple of alumni searches and consider the following:

- What kinds of search terms did you use? How did the search terms you use affect the number of results you got, for example?
- What kinds of people or organisations did you find?
- How could you use this tool to map your options? What other purposes could the alumni tool serve for you?

**Tip:** In addition to people, also search LinkedIn for interesting organisations and follow their LinkedIn page. This way your feed will have exactly the kind of information and discussions that are interesting and relevant to you.