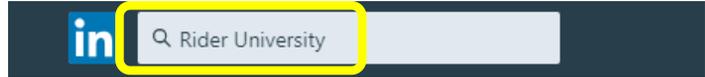


LinkedIn Alumni Search

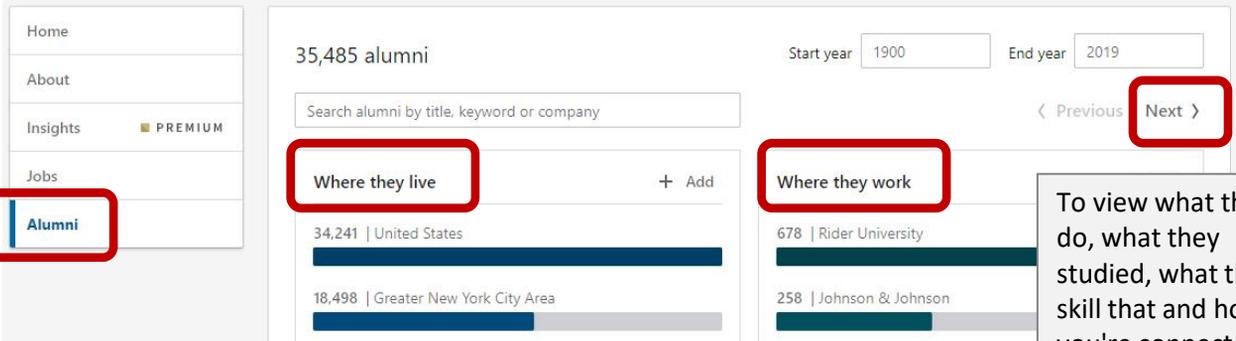
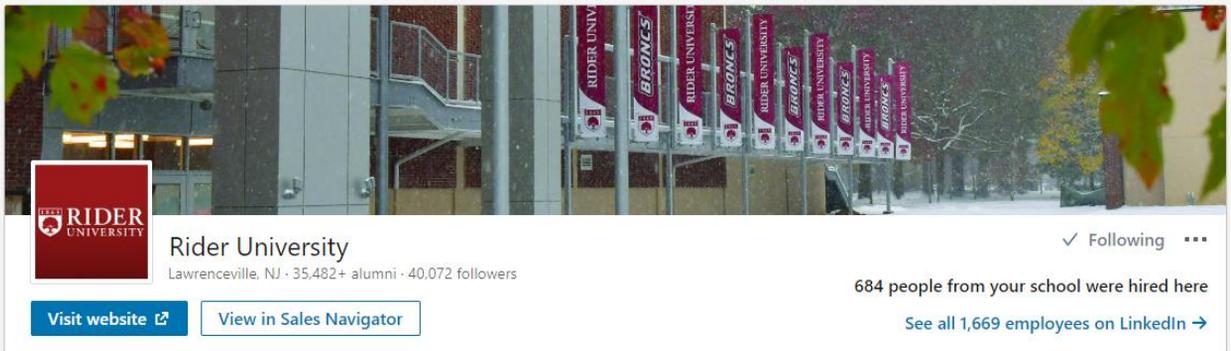
Tap into the power of the LinkedIn Alumni tool to find ideal prospects, re-connect with alum, grow your network, improve your profile strength and remind your clients, prospects and family about your services.

Did you know one of the most powerful connection points you can use with C-suite executives is their alma mater?

Search for you **Alumni** from the search box:



When the Alumni page loads, select Alumni from the left-hand menu. Once the page loads, it will display *all* alumni that have attended the university. There are six bar charts, organized by category, that let you further filter the results (displayed on multiple pages). Simply click any bars within the charts that you wish to include the criteria for your search and the results will be displayed. See next page for example.



To view what they do, what they studied, what their skill that and how you're connected, click on the arrow to go to additional pages.

Let's say you attended **Columbia University**, when the page loads it will display all 146,947 alumni. You want to search for alum that are in **Healthcare Services** at **Columbia University Medical Center** living in **Greater New York City**. Simply click on the bar charts and your results will be filtered automatically.

The image shows two screenshots of a LinkedIn search for Columbia University alumni. The top screenshot shows the initial search with 146,947 results. The bottom screenshot shows the search results after applying filters: Greater New York City Area, Columbia University Medical Center, and Healthcare Services, resulting in 137 results. Three filter boxes are highlighted with red rectangles.

Initial Search Results (146,947 results):

Where they live	Where they work	What they do
United States: 124,275	Columbia University Medical Center: 630	Education: 16,400
Greater New York City Area: 70,912	Google: 558	Research: 14,061
San Francisco Bay Area: 6,980	Citi: 510	Media and Communication: 12,187

Filtered Search Results (137 results):

Filters: Greater New York City Area, Columbia University Medical Center, Healthcare Services

Where they live	Where they work	What they do
United States: 142	New York-Presbyterian Hospital: 165	Research: 313
Greater New York City Area: 137	Columbia University Medical Center: 137	Healthcare Services: 137
Greater Detroit Area: 2	NYU Langone Medical Center: 86	Education: 121
Brazil: 1	Memorial Sloan Kettering Cancer Center: 75	Media and Communication: 40

Alumni Profiles:

- Commissioner of Health of Rockland County, Greater New York City A...
- Chief Scientific Officer & Founder, ProPhase LLC, Greater New York City A...
- Staff Psychiatrist Columbia University Medical Center, Greater New York City A...
- Director of Research, Melody Arons Center for Applied Preschool, Greater New York City A...
- Physician Scientist (MD PhD) at Columbia University Medical Center, Greater New York City A...

Make a Connection! Once you've identified some alums that are your ideal prospects, reach out with a personalized message, such as:

Hi Sharon,

I'm a fellow XYZ University alum and came across your profile. I graduated in 1990, also with a degree in Business Admin and currently live in the New York area. I was wondering if you would be available for quick phone call next Thursday.

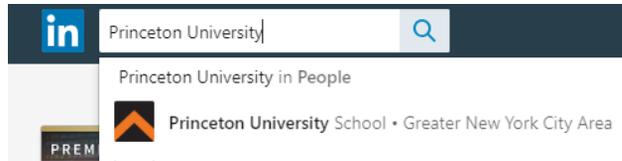
Thank you and Go Tigers!

Laura

T 555-212-1212

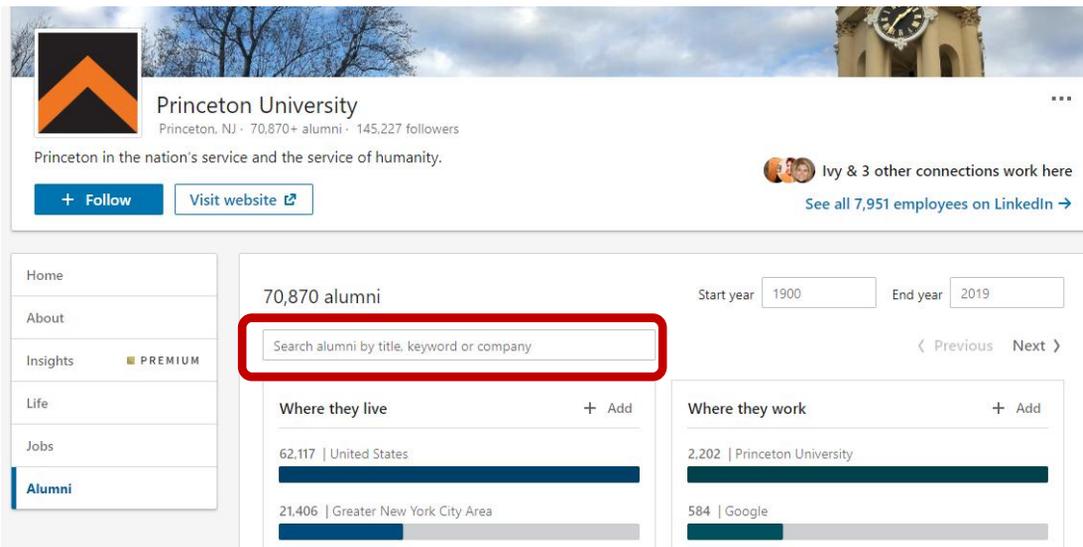
Search a Different University

Let's say you wanted to view alum at other universities (you may have attended a different undergrad or you live close to a university you'd like to target for ideal prospects) it is as simple as searching for a new University from the Search box:



Keyword Search

Go further than standard alumni search filters with keyword search. Use the text box and enter keywords.



BONUS: Search by Age

While you can't search LinkedIn by age, by using the alumni feature and making a few assumptions about graduation year, you can generate a decent list of the age group you are targeting. Let's say you're looking for 45 year olds, you have to assume most graduate college at age 22. Thus count back 23 years ($45-22=23$) to calculate when most 45 y/o graduated, the actual year would be 1993, but you may want to enter a range of 1990-1995. Results will be displayed of alumni who attended and graduated during that time.

