

Get FRESHMEN STUDENTS to Visit Your Career Center to GET their LinkedIn Profile HEADSHOT!



One way to make your freshmen more aware of your career services and career events is to hold an annual **Freshmen LinkedIn Profile Headshot Campaign**.

You can invite students to visit your career center early in their college experience by giving them a free digital headshot photograph they can upload to their LinkedIn profile.

This campaign will give you an opportunity to show students the value of a LinkedIn profile, what they need to include in it, and tips on how they can network with alumni who graduated with the same major!

This campaign offers a great way to engage freshmen and increase their knowledge of what they will need to do to land internships and jobs.

You know better than most that-- the more students engage in career activities -- the greater the chance they will have at getting internships, jobs by the time they graduate, jobs that are more relevant to their degree, and jobs at higher salaries!

Everyone wins!

Your admissions team will brag to prospective students and parents about your events, and you will get students more aware of the incredible services and activities you have to help them launch and lead successful careers.

EVERYTHING you need to host your Freshmen LinkedIn Profile Headshot Campaign

You can enroll in the Freshmen LinkedIn Profile Headshot campaign for free. As a campaign partner, you will receive:

1. Marketing material to promote the campaign, including flyers, posters, postcards, email copy, and social media content.
2. Digital portrait camera, LED modeling lights, light stands, background stands, and background.
3. Tips, strategies, and best practices on how to hold a successful campaign.
4. Incentives to draw students including gifts, prizes, and scholarship contest.

You will have access to our on-demand webinar that will discuss unique strategies you can use throughout the month-long campaign to increase awareness and participation and even get parents to encourage their students to visit your career center to get their LinkedIn headshots taken.

Plus, students will have access to LinkedIn's tips and strategies on how to create a compelling profile and a full hour demo on practical ways they will be able to use LinkedIn to get internships and jobs.

**Participation in this program is limited.
Find out how to qualify.**