

Hubert's Insights

For Ted Rogers School Students

Each month, Hubert asks TRSM students a specific question concerning preferences and attitudes related to employers and the work environment. This Series provides you with a concise summary of each monthly poll and coaching on how to leverage the insight.

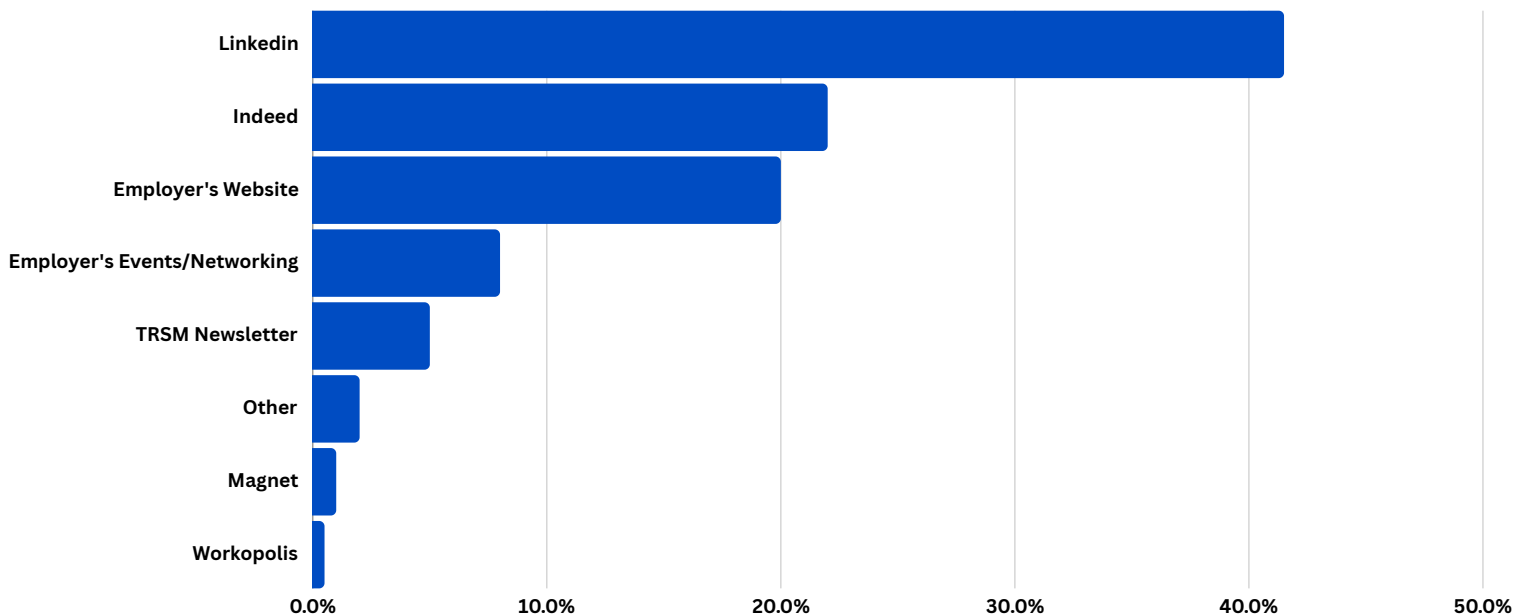
October 2024

Almost 42% of Students Rely on LinkedIn

HUBERT POLL NO. 6

What is/would be your primary method of searching for a full-time role?
Even if you are not yet searching for a full-time job, please tell us what you anticipate as your primary method.

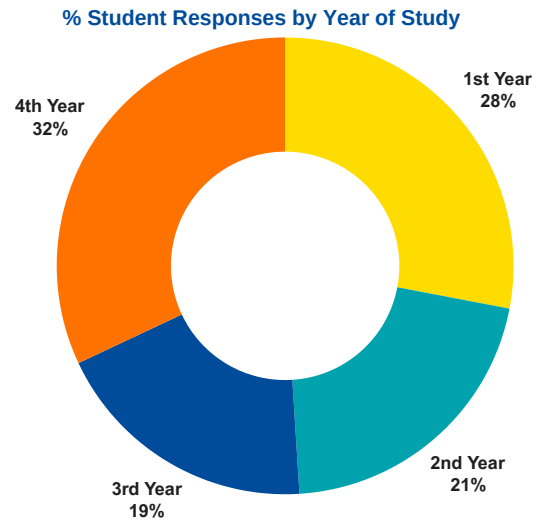
The most common response across 1,542 TRSM students who answered the poll was 'LinkedIn' followed by 'Indeed', and 'Employer's Website'



It's no surprise that LinkedIn is the primary tool for students in their job search, as it allows them to create detailed profiles that highlight their skills and experiences while connecting with industry professionals and alumni. The platform also offers tailored job postings and access to valuable networking opportunities, making it an essential resource for navigating the competitive job market.

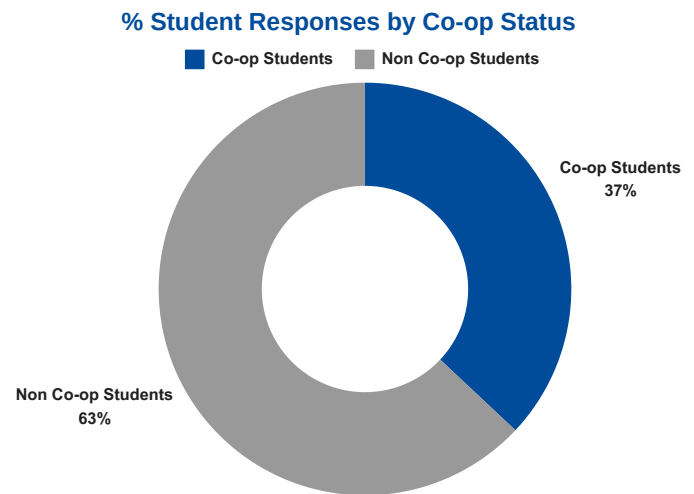
Additionally, Indeed and employer websites are valuable job search tools, offering a wide range of listings and direct access to opportunities while providing insights into company culture and values.

Response	1st Year	2nd Year	3rd Year	4th Year+
LinkedIn	29%	32%	36%	36%
Indeed	18%	26%	22%	29%
Employer's Website	25%	19%	17%	11%
Employer's Events/Networking	11%	9%	11%	13%
TRSM Newsletter	11%	10%	10%	10%
Other	5%	3%	3%	1%
Magnet	1%	1%	1%	0%
Workopolis	0%	0%	0%	0%



Students from first to fourth year value using LinkedIn, Indeed, and employer websites for job searches, as each platform offers unique benefits. LinkedIn connects them with professionals and showcases their skills, while Indeed provides broad job postings, and employer websites allow for targeted, company-specific applications.

Response	Co-op	Non-Co-op
LinkedIn	39%	43.5%
Indeed	14%	27%
Employer's Website	26%	16%
Employer's Events/Networking	7.5%	8.5%
TRSM Newsletter	8.5%	3%
Other	3.5%	1%
Magnet	1%	0.5%
Workopolis	0.5%	0.5%



Furthermore, an analysis of students' Co-op status and differences in preferences and key influences reveals that Co-op participants place greater importance on using 'LinkedIn' and 'Employer's Website' compared to non-Co-op students.

Food for Thought



Have you considered using LinkedIn, Indeed, and your school's student job board to find full-time job openings?



Are you involved in campus networking events?



When searching for full-time roles, do you seek out information on the company's careers page regarding student programs, initiatives, and company culture?



Does the company you're interested in leverage its LinkedIn network to fill open positions?



Is the company you're interested in actively involved in student career development programs or campus recruitment initiatives?

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[Hub Insight Reports](#)

Exploring different job search techniques and strategies from our Hub Insights' Student Resources website including [LinkedIn](#) and [Job Search Strategies](#)



[LinkedIn Articles](#)

Take a look at this LinkedIn article by The Wise Owl titled "[The Power of Networking: Leveraging LinkedIn for Career Growth.](#)"

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Career Consultant Contributor

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Alysha is a Career Consultant with Ted Rogers School of Management. She is a graduate from TMU with a Bachelor's in Psychology, and has had the opportunity to work in many roles across multiple industries including HR, operations management, recruitment and career services.



Student Contributor

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