

Millennials: Should We All Be Following Their Lead?

by Alison Dorsey, Social Impact Manager At LinkedIn

(NAPSA)—For college sophomore Rutha Nuguse, giving back has always been core to who she is. “Aside from my work experience, including my volunteer experience on my résumé or profile allows me to proudly show the contribution I’ve made to my community and share more about my character,” said Nuguse. “It’s a core part of who I am as a person and professional in my off-line life, so why wouldn’t I include it in my online profiles?”

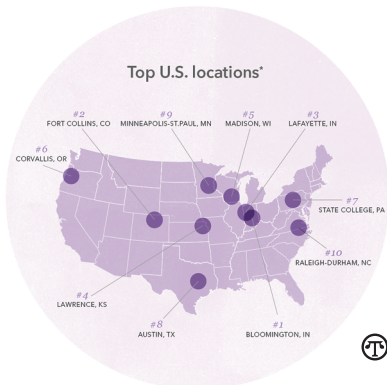
Nuguse isn’t alone. While millennials often find themselves portrayed as overly self-absorbed or entitled, the reality is that they are making a positive impact on the world around them, and they are leading the trend of making social impact work a core part of their identity, both personally and professionally.

LinkedIn, the world’s largest professional network, recently took a closer look at the 10 million members who have added their social impact to their profiles and found that millennials, students in particular, set the precedent. As a result, the top 10 cities in the U.S. that lead the way with giving back, and letting the world know, are all cities with universities or young workforces.

The top 10 cities with the most LinkedIn members who have included their volunteer experience and causes they care about are:

1. Bloomington, Ind.
2. Fort Collins, Colo.
3. Lafayette, Ind.
4. Lawrence, Kan.
5. Madison, Wis.
6. Corvallis, Ore.
7. State College, Pa.
8. Austin, Tex.
9. Minneapolis-St. Paul, Minn.
10. Raleigh-Durham, N.C.

If you’re still leaving your volunteer experience out of the equation, you’re missing out—42 percent of hiring managers surveyed say



Volunteering can be good for you and good for the community.

they view volunteer experience as equivalent to paid work experience. Volunteer experience can be especially important for new graduates and first-time job seekers who have not amassed years of formal work experience. Including your volunteer experience as a part of your professional profile lets a potential employer know more of who you are, what you care about and how you work. It’s also often a tiebreaker between two candidates—especially if your passions align with your new team’s interests.

Professional identities are no longer just about what you do from 9–5, but what you’re passionate about outside of work as well, and few things are better than making an important and positive impact in your community, while also advancing your career. For Nuguse, that has included work with a local youth leadership organization—experience that will no doubt help her as she moves forward in her career.

LinkedIn for Good is LinkedIn’s social impact arm, focused on connecting professionals (including our employees) with opportunities to impact the world. To learn more, visit www.linkedinforgood.linkedin.com or go to www.volunteer.linkedin.com to find a skilled volunteering opportunity nearby.