How to solve youth unemployment in South Africa?

Stewart Samkange

Linked in. Talent Solutions

+950M
Members

21K
Courses

Microsoft

+62M
Job seekers every week

LinkedIn

Millions of members come to the LinkedIn community every day to make connections, find jobs and build the knowledge they need to transform their careers.
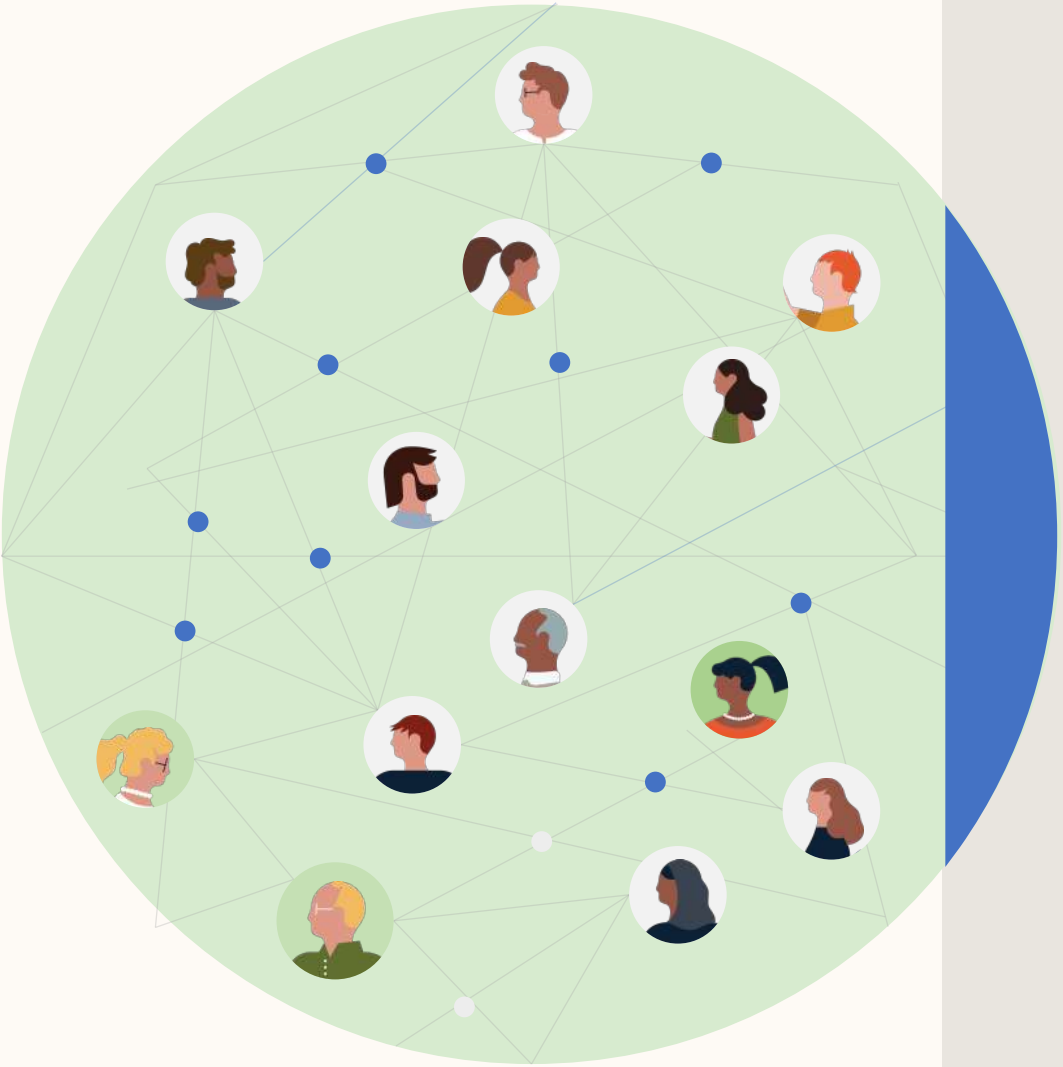
41K
Skills

132K
Schools

LinkedIn members submit 127 job applications every second and 334M job applications every month

The LinkedIn community continues to grow

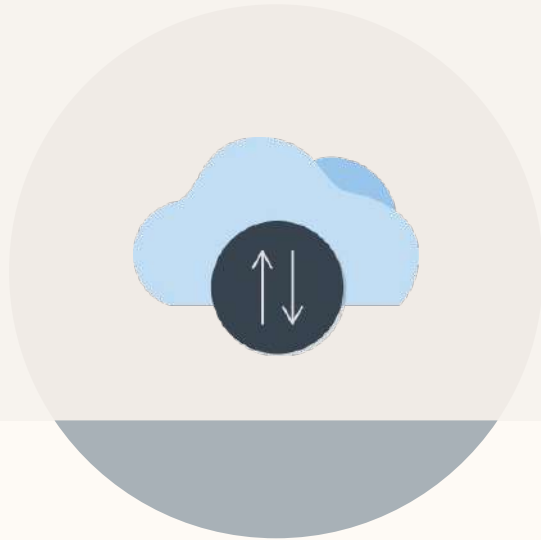Thanks in no small part, to members like you and organization's like yours

3
members per second

8
hires per minute

4M+
hires in past 12 months

Member growth

Hiring impact

Value delivered

What Positions LinkedIn **uniquely to resolve unemployment** ?

Real time

Globally 600+ new data points are created every 2 seconds, fueling our Economic Graph.

Continuous

Allowing us to analyze trends that survey and census data usually do not cover, such as career transitions and revealing trends retrospectively.

Global and Granular

Few data sources offer skills insights or trends based on specific roles in a way LinkedIn is able to. Furthermore, we can slice and dice our datasets to answer unique questions.

Many students are turning to LinkedIn to look for opportunities

48m students globally

- Associates — 7%
- Bachelor — 62%
- MBA — 6%
- Masters — 18%
- PhD — 7%
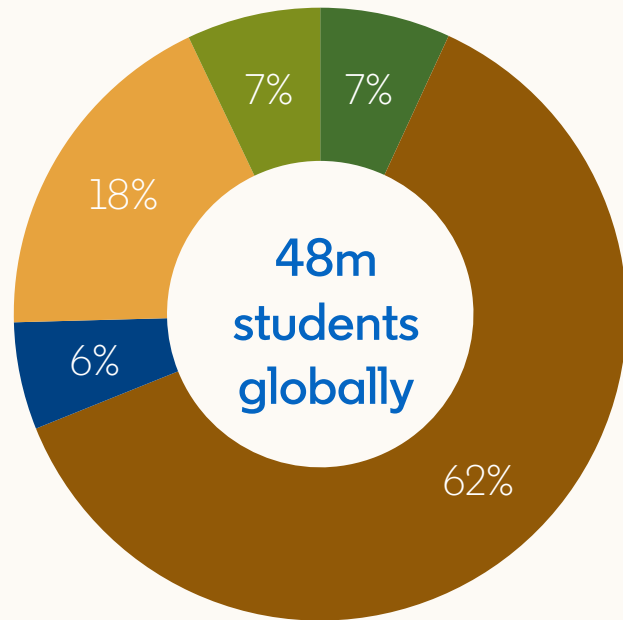
Legend:
- Associates
- Bachelor
- MBA
- Masters
- PhD

Degree type breakdown is performed on students with a distinguishable degree type.

2x
growth in student membership globally since the start of 2020

1 in 3
of students have already viewed or applied to a job on LinkedIn in the past two years

Data current as of September 2022

Students are proactively leveraging LinkedIn to:

Develop skills for success

Fastest growing skills amongst
students/recent graduates globally

React.js

Design

Customer Experience

Process Improvement
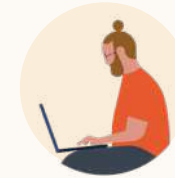
Analytical Skills

Retail Sales

Finance

Auditing

Git

Accounting

Look for opportunities

Students globally are more active in
researching companies and opportunities on
LinkedIn than the average member

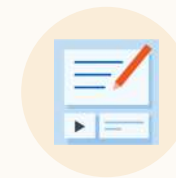### Job Viewing
+25%
More likely to view a job than the
average member

Company Research
+35%
More likely to engage with company pages
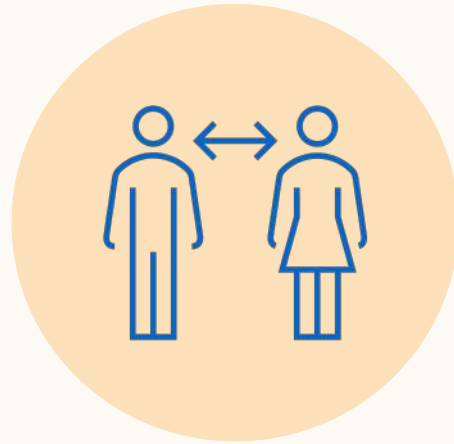than the average member

Learning
+35%
More time spent on LinkedIn learning than
the average member

LinkedIn analysed 4.5M+ members who graduated in the past 5 years and identified the factors with the greatest correlation with their employability within 12 months.

Work Experience	Employer Connection	Skills Assessment	Digital Skills
+62%	+64%	+39%	+38%

Data based graduates in South Africa, UK, Germany, France, Ireland, UAE, Benelux. Employability is measured as % of graduates who started a graduate-level job within 12 months of graduation.

Employer connection is referring to whether they were connected to any employee of their future employer at least 6 months prior to the job start date.

Linked in

Complementary areas of focus to increase competitive advantage of Graduates

Experiential Learning

Programs designed to allow students gain work experience and practical skills.
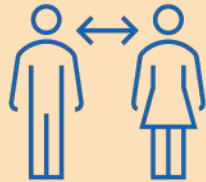
Alumni & Employer Relationships

Support students in creating their networks by engaging your Alumni networks.

Digital Credentials

Encourage students to complement their formal studies with digital certificates.

Skills Assessment

Demonstrate skills competency through skills assessments on LinkedIn.

Linked in

Our platforms work together to improve all four top graduate employability drivers

in Talent Insights

Strategically plan via LinkedIn Talent Insights.

Leverage insights from our Economic Graph to strategically inform your curriculum and provide career guidance to students.

Linked in Learning

Develop emerging skills via LinkedIn Learning.

Help students develop trending, in-demand skills to keep the on the cutting edge.

Linked in.

Help your students stand out on LinkedIn.

Help students build out their professional brand and their network to land their target job.

Career Coach

Demystify Career Options with Career Coach

Career Coach is a comprehensive solution that offers personalized career guidance in a seamless, central hub.

LIVE DEMO – TODAY @ 15:10 - Room 7

Build out your professional brand to increase discoverability

A LinkedIn member with a LinkedIn Learning certificate added to their profile is 9% more likely to get hired than a member without one.

Candidates who complete skills assessment 20% more likely to be hired then those that don't
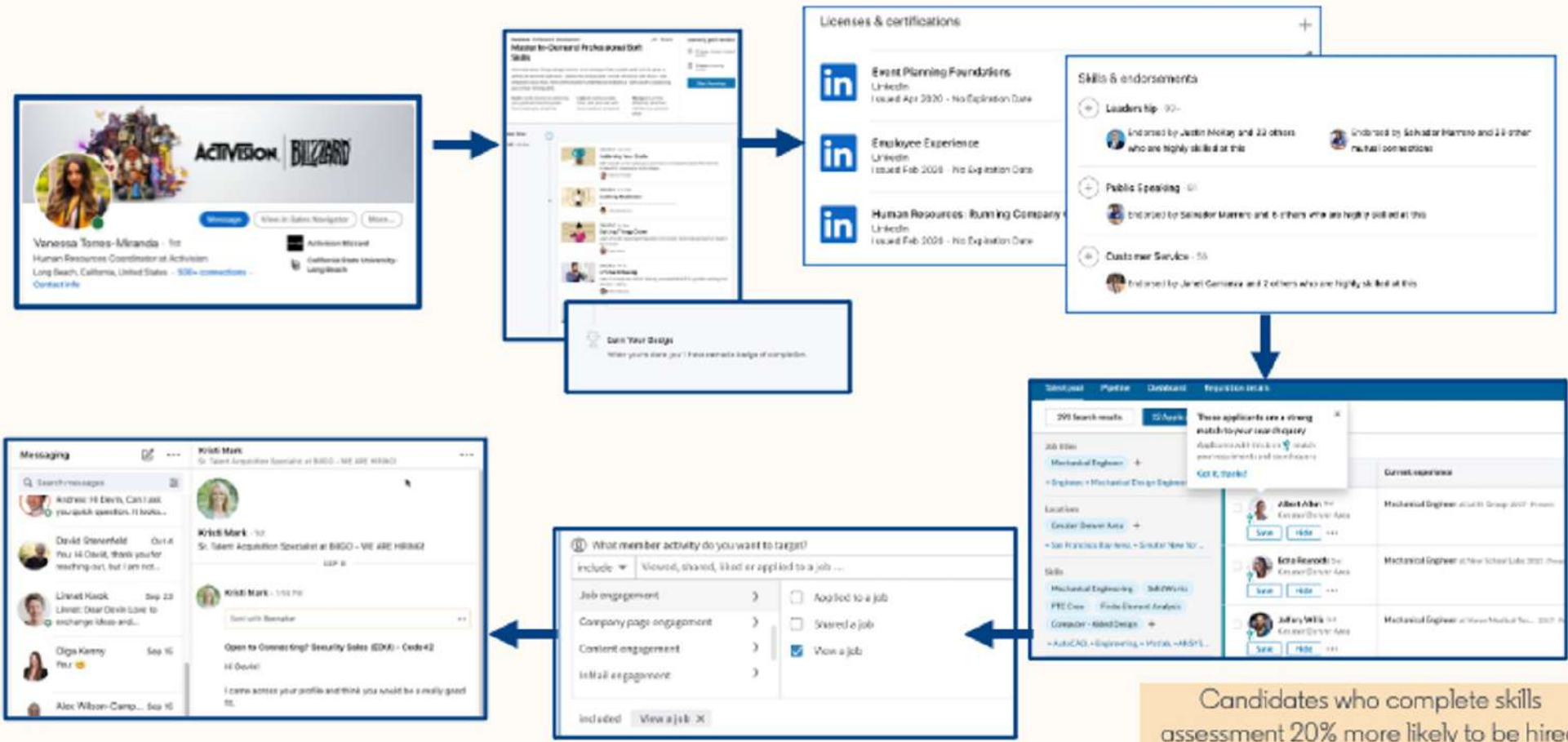
Employability impact of students updating their LinkedIn profiles with certificates and skills assessments

Different generations consume different content

Gen Z

IT Help Desk
Server Administration
Database Administration
Virtualization
Back-End Web Development

Millennials

Leadership Skills
Human Resources
Leadership and Management
Career Development
Life Skills

Gen X

Cloud Services
Cloud Platforms
Cloud Computing
Communication
Well-Being and Self-Care

Baby Boomers

Digital Publishing
Image Editing
Content Management
Systems
Web Standards
Spreadsheets

Stats as of Mar 2022
Topics listed are those that each generation over-indexes their learning on compared to other generations; analysis is based on LiL usage over the past 12 months
LinkedIn members were placed into generational categories based on the 'implied' year they were born. The generational categories are: Baby boomers (1946-1964), Gen X (1965-1980), Millennial (1981-1994)

The 2023 Most In-Demand Skills

1. Management
2. Communication
3. Customer service
4. Leadership
5. Sales
6. Project management
7. Research
8. Analytical skills
9. Marketing
10. Teamwork

Linked in Learning

The Most In-Demand Hard Skills

1. Software development
2. SQL
3. Finance
4. Python
5. Java
6. Data analysis
7. JavaScript
8. Cloud computing
9. Operations
10. Customer relationship management

Linked in Learning

Certification preparation

ISACA | Juniper | LEED | Linux Foundation | (ISC)2 | Adobe | Amazon Web Services (AWS) | Autodesk

Linux Professional Institute | Meta Certification | Microsoft (Technical) | Microsoft Office Specialist (MOS) and Expert | AVID | Certified Analytics Professional | Certified Scrum Master | Cisco

Online Marketing Certified Associate (OMCA) | Oracle | Project Management Institute (PMI) | Red Hat | Cloud Security Alliance | CompTIA | Docker | EC-Council

Salesforce | SAS | Six Sigma | Society for Human Resource Management (SHRM) | Federal Aviation Administration | Google | HR Certification Institute (HRCI) | International Institute of Business Analysis (IIBA)

SOLIDWORKS | Storage Networking Industry Association (SNIA) | UNITY 3D | VMware

Business

Role Guides

Explore foundational content and tools to help you understand, learn, and improve at the skills involved in trending industry roles.

Project Manager	Sales Manager	Marketing Manager	Product Manager
Accountant	Marketing Specialist	Program Manager	Human Resources Specialist
Financial Analyst	Recruiter	Customer Service Representative	Salesperson
People Manager	Human Resources Manager	Customer Service Manager	Operations Manager
Business Analyst	Social Media Manager	Supply Chain Specialist	Business Development Manager

Help students get jobs

Empower staff to stay current

Expand classroom curriculum for richer learning

Technology

Role Guides

Explore foundational content and tools to help you understand, learn, and improve at the skills involved in trending industry roles.

Software Engineer	Data Analyst	System Administrator	Full Stack Engineer
Data Engineer	Network Engineer	Information Technology Specialist	Database Administrator
Data Scientist	Web Developer	Cyber Security Analyst	Cyber Security Specialist
Data Specialist	Python Developer	Javascript Developer	Java Software Engineer

Creative

Role Guides

Explore foundational content and tools to help you understand, learn, and improve at the skills involved in trending industry roles.

Graphic Designer	Photographer	User Experience Designer

QS WORLD UNIVERSITY RANKINGS

58%
Of top universities work with us to improve student outcomes

LinkedIn's Classroom to Career - Student Success Journey

Create a LinkedIn profile and start building out your network.

Set up informational interviews through LinkedIn.

Connect with alumni in their desired field.

Effectively network to create warmer opportunities.

Get accepted into school

Explore new careers, without committing to a full class.

Learn trending employability skills.

Sharpen job-seeking skills

Land that target job!

1
ONBOARDING

2
DISCOVERY

3
FOCUS

4
GET HIRED

5 ENGAGED STAFF

How to solve youth unemployment in South Africa?

Jobs & Entrepreneurship

REAL-TIME INSIGHTS

STAFF & FACULTY

SKILLS

Empowered and engaged employees

Curriculum Design
Skills In Demand

Top Challenges for South African Higher Education Institutions

1 Increasing student employability as a KPI

2 Developing sustainable third income streams

3 Difficulty in hiring academics in a tight labor market

What we have heard from our clients...

We Can Help Each Academic Stakeholder

Alumni Relations

IT / Purchase

HR

Corporate Relations

LinkedIn Talent Solutions

- Talent Insights
- Learning
- Jobs
- Recruiter

Students Recruiting Admissions

Employers Engagement

Marketing

Career Services

Faculty, Schools & Research

Student Engagement Students Experience

LinkedIn

Ayanda Mbanga Communications

- LinkedIn Talent Solutions Partner

- Black Owned, Female Founder

- +25 Years Experience

- Purco SA Partnership

- SETA Accredited

- Bill In Local Currency

- Flexible payment terms

- Recruitment Marketing Experience

- Specialists in Advertisement & Media

- Local understanding of the South African Labour Market

Connecting the right employee to the right employer.
Faster. Smarter. Better

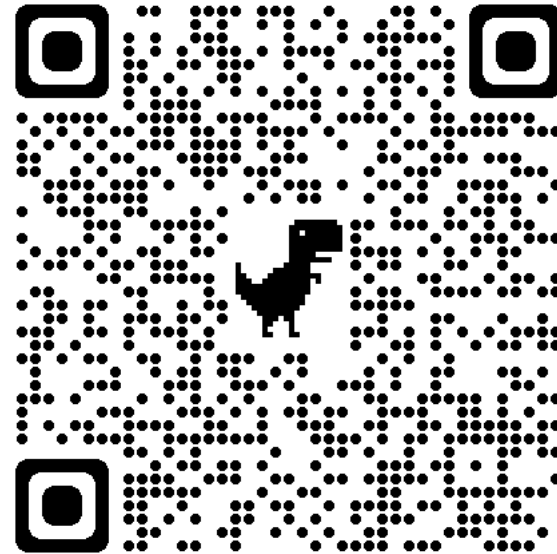We'll help you update your profile to grow your community and your career.

Linked in

Join us for a LIVE demonstration today at **15:10**

Meeting Room **7**

1st Floor

Linked in

Profile Photo Station

Monetise

LinkedIn as a tool for HE
This breakaway session will demonstrate the solutions and information that inform, support and aid institutions to help students get jobs and entrepreneurship, and help staff skills stay up to date, productive and successful. *Read more at...*
Stewart Samkange: Employability Partner for Colleges & Universities, LinkedIn

Thank you