



# O'NEILL CAREER HUB

## **Networking and LinkedIn: How do they go together?**

It is time to figure out how to network with people you have met at the career fair or those who work at a company you have a great interest in. It's no secret that LinkedIn is the most popular networking platform, but why is it so popular? How do we use it? There are a few different ways to utilize networking on LinkedIn. Let's examine these processes.

### **1. You met someone that you want to connect with, and you are interested in their company! What do you do?**

Step 1: After searching them, send them an invitation to connect, but make sure to add a personalized note. You should see a box like this!

The screenshot shows a LinkedIn interface for customizing an invitation. At the top, it says "You can customize this invitation" with a close button (X) on the right. Below this, there is a green checkmark icon followed by the text "You can add a note to personalize your invitation to" and a redacted name. Underneath the name is a large text area for writing a note, which is also redacted. At the bottom right, there are two buttons: "Add a note" (outlined) and "Send" (solid blue).

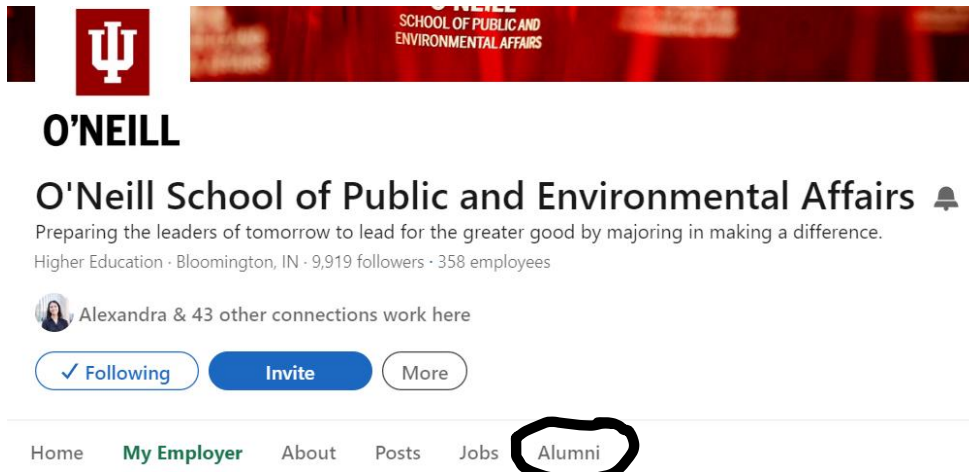
Step 2: When you are writing your note, you will have a maximum number of characters. That being said, make sure you include that you enjoyed your conversation about (insert subject) and that you would love to stay in touch with them and learn more about their company!

### **2. There is a company you really want to work at, and you don't know anyone. What do you do? Never fear, LinkedIn is here!**

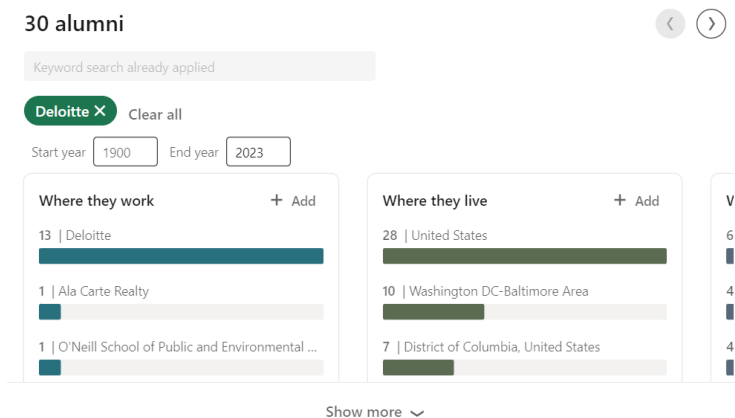
Step 1: The best way to meet someone is to utilize our Alumni Network. Indiana University Bloomington has a broader Alumni Network you can utilize, but the O'Neill School does as well. For this example, the O'Neill network will be examined, but these exact same steps can be repeated for utilizing the Indiana University Bloomington Alumni Network.

Step 2: Search the O'Neill School of Public and Environmental Affairs (or Indiana University Bloomington) and go to their page.

Step 3: Click on the Alumni tab! It will look like this:



Step 4: Click on the alumni tab, and search for a company or position you are interested in. For example:

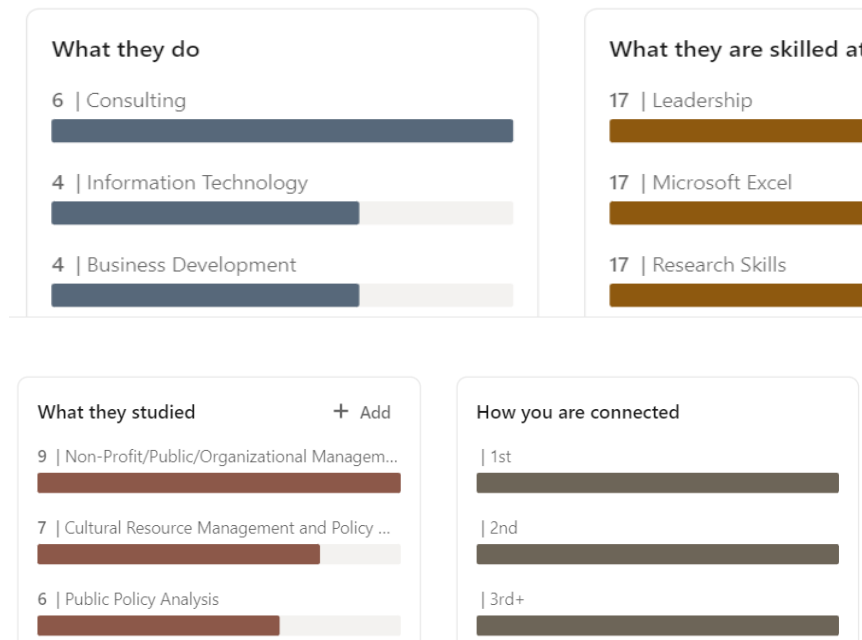


Step 5: Utilize the arrows in the right corner to see what positions they hold at their company, the skills they have, and what they studied to see if you have any similarities or if you have mutual LinkedIn connections. If there are no O'Neill alums, then repeat steps 2-4 under the IU Bloomington Alumni Tab.

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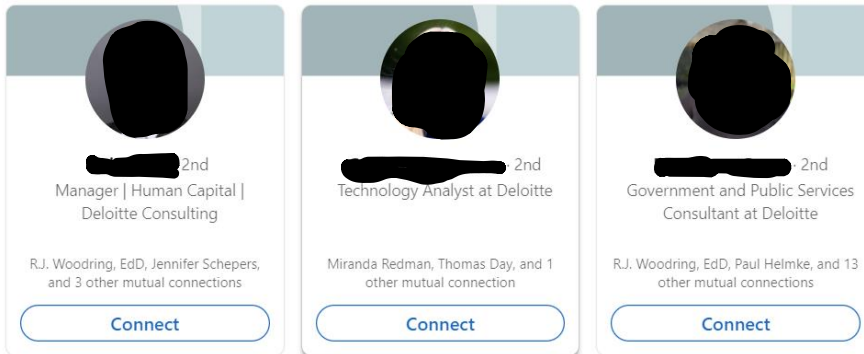


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Step 6: Find your person! Do you see these colorful bars? You can actually click on the bar itself and see which employees have a certain major, position, skill, and/or how closely connected you are to them on LinkedIn! Another strategy for finding your person is to scroll further down your LinkedIn page and see a heading that says, “**People you may know.**” Under this tab, there will be profiles of people with the company or position you are interested in, and whom LinkedIn will recommend you connect with, based on your profile.

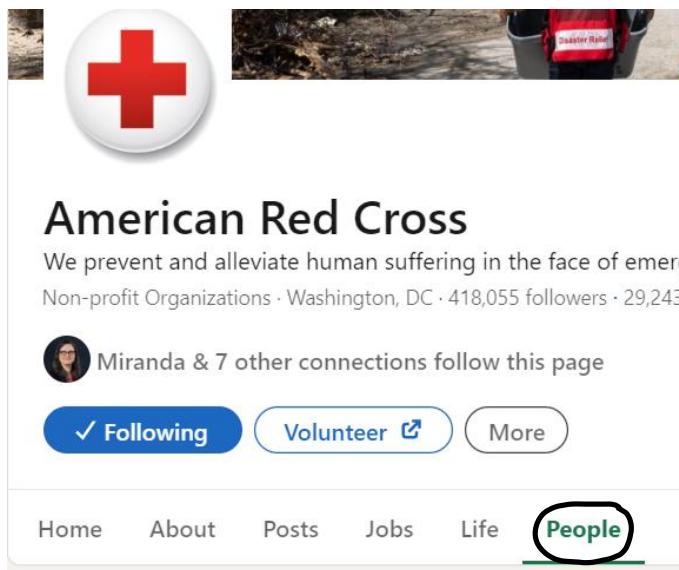
### People you may know



### **3. You have been dreaming of working at a company that does not have any Indiana University or O'Neill alumni. How do you network?**

Step 1: Search for the company in the search bar.

Step 2: Click on the people tab.

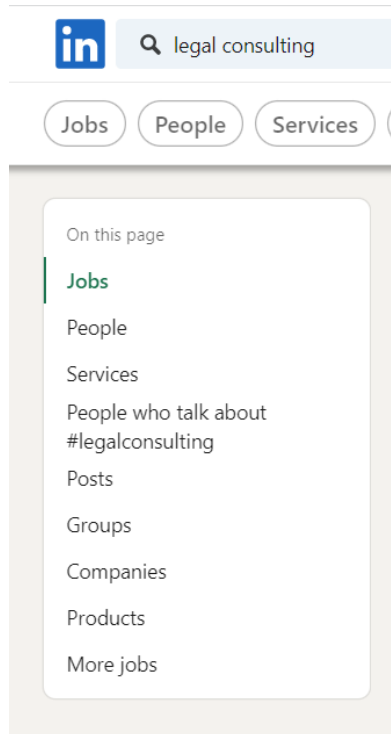


Step 3: Look through the people who work for this company and find someone who speaks to you! Send them an invitation to connect, but don't forget to personalize the invite (see scenario 1, step 1). Do this for as many people as you can in the company to increase your chances of receiving a response back!

### **4. You know what you are interested in, but you don't know what companies you are interested in or people who could help. What do you do?**

Step 1: Search your interest.

Step 2: Filter your interest! Use the side tab to look into jobs, people, posts, companies, and more that reflect your interest.



Step 3: Look into individual people who work in your interest and send an invite to connect.

Step 4: Look into groups and companies that align themselves with your search. If you like the company you find, then use the people tab within the organization to find someone who works there and send an invitation to connect and set up an informational interview!

All of the scenarios and steps involve one thing: **putting yourself out there!** At the studio, we recognize how nerve-wracking this can be. Don't be afraid to take a chance on yourself and find something great, and don't be afraid to stop by with any questions!