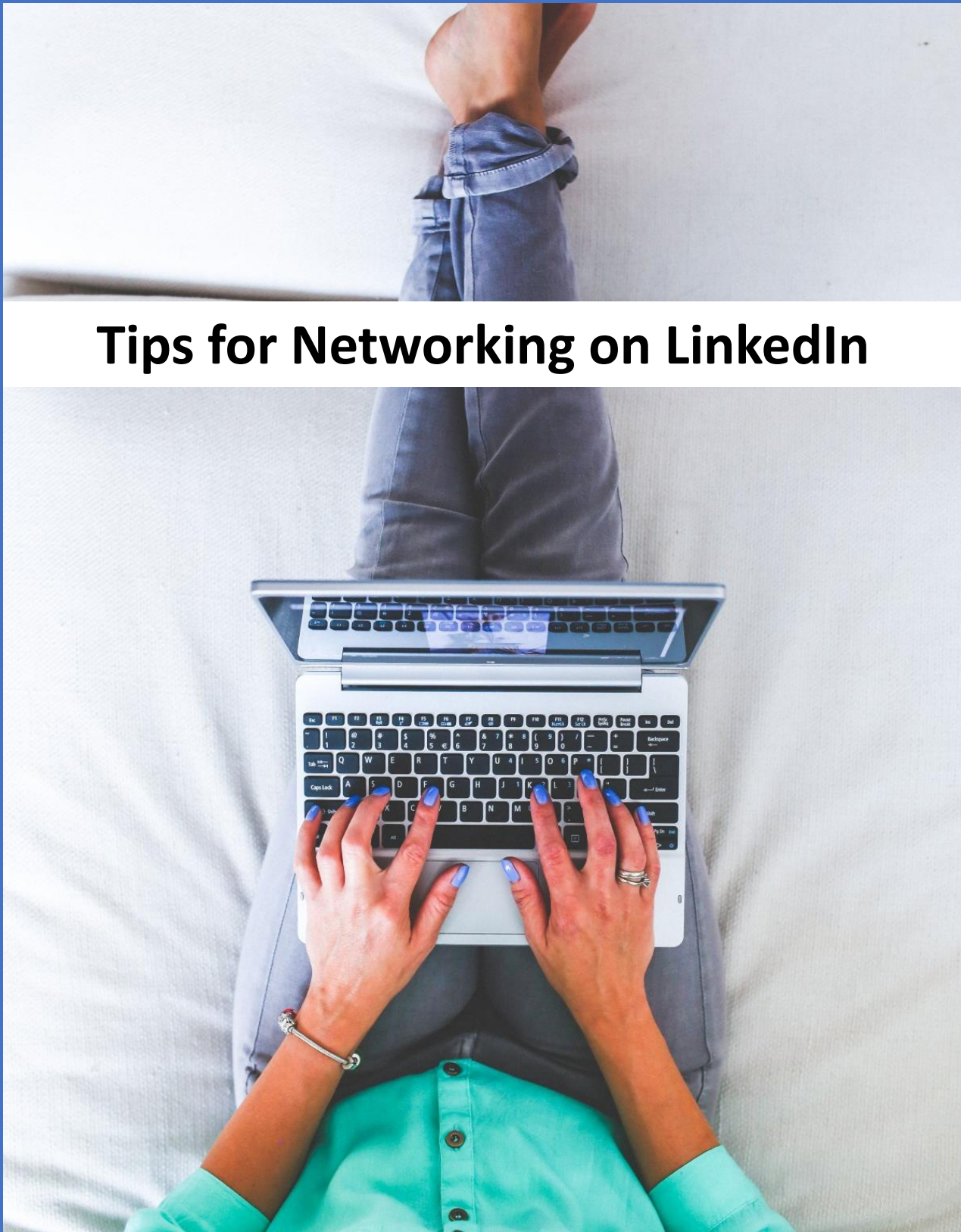


## Tips for Networking on LinkedIn



## Top 10 Tips for Networking on LinkedIn

- 1) LinkedIn is part branding tool, part research tool – most people are not doing enough research to help them create an effective, career-focused brand. The key to having a successful profile on LinkedIn is to adapt what you say about yourself based on what you learn from connecting and interacting with others in your career field.
- 2) Before you start doing research on LinkedIn, identify what your career questions and networking goals are. The more specific these are, the more useful you will find your time on LinkedIn – speak with a career advisor to help you develop specific networking goals.
- 3) Do a general search for your undergraduate/graduate school on LinkedIn, and you will see that there school-specific pages with great information you can use as part of your networking outreach. Click on the alumni button to get started.
- 4) When Looking at Penn alumni, LinkedIn gathers together anyone who says they went to Penn for their undergraduate or graduate degree – that >150,000 alumni and current students so far. The interactive alumni table shows you where they live (geographically), where they work, what role they play, what they studied, what they are skilled in, and how they are connected to you.
- 5) By clicking on the + sign at the top of each column, you can do a specific keyword search, for example, narrowing down the pool to people living only in Canada, or who work at the United Nations. There is also an overall search bar that you can use to do a keyword search, for example, to look for alumni who may be “data scientists”.
- 6) As you narrow down the alumni pool to smaller, more manageable number, that are specific to your career interests and questions, look for people you know (1<sup>st</sup> degree connections), or people you could easily get to know because you know someone who knows them (2<sup>nd</sup> degree connections). By clicking on the profiles of your 2<sup>nd</sup> degree connections, you can see who your mutual contacts are.
- 7) Ask your mutual contacts if they can introduce you directly to people you want to meet. You can also ask them if they would be willing to share the contact’s email with you, and if it would be OK for you to use your mutual contact’s name when reaching out (e.g., “Jennifer said you would be a great contact to connect with”).
- 8) When reaching out to new contacts, make it easy for them to respond by showing them why their specific experience would be so helpful to you. Look at their LinkedIn profile to identify their value to you. Focus your first interactions on hearing about their experiences – you will get more responses when people feel valued.
- 9) Don’t ask to connect with contacts you don’t know until you have had 1-2 interactions. Ask if you can connect as one way to keep the conversation going.
- 10) Once you are connected – explore your new contact’s connections to see if they know people you would value meeting. Update your own profile with any new information.