



Connecting on LinkedIn

Once your LinkedIn profile is complete, meaning you've created a keyword rich headline, robust summary and enriched every section, you are ready to begin using LinkedIn to research people inside target companies, find alumni, and use groups to engage in conversation with people in your desired career.

LinkedIn is more than an online resume. It provides you with the opportunity to create a strong personal brand, stay connected with past colleagues, meet new people and get updates on current trends. Re-think how you use it or expand how you are using it. Think about its long term value to you and your career.

Keep in mind that when using LinkedIn, all the rules of networking and professional etiquette still apply. Be polite, respectful and continue to build your network. For the best results, build mutually beneficial relationships before asking for a favor.

It's also important to note that many people do not use LinkedIn regularly and may not see your messages or updates.

To help you make the most of LinkedIn, follow these steps to connect with people and grow your professional network.

These videos will help you navigate LinkedIn so you can successfully grow your network:

Find People, Jobs & Companies on LinkedIn: <https://vimeo.com/233052459>

Find and Connect Through LinkedIn Groups: <https://vimeo.com/233051157>

Invite New Contacts to Connect on LinkedIn: <https://vimeo.com/233051367>

Before you connect with anyone on LinkedIn, you need to read this.

The Default Message is a Turn-Off

Many LinkedIn users complain about the impersonal invitations they receive. They assume the sender didn't care enough to send a personalized message. But here's what's going on- LinkedIn doesn't always give you the opportunity type a message. In many instances, LinkedIn automatically sends the invitation to connect. So it isn't that you are lazy or didn't want to change the invitation, LinkedIn didn't give you the option to personalize it. So now you know!

Never Click to Connect Unless You Are on the Person's Profile

Ensure you personalize every invitation you send and avoid accidentally sending a generic invitation. To do this, make sure you are on the person's profile when you click on the blue connect button. LinkedIn sometimes prompts you to connect with people you should know and offers the blue connect button. This happens when you see "people you may know," search for someone, view school alumni and in other instances too. Don't be tempted to click on the big blue connect button.

Always go to the LinkedIn profile of the person you want to connect with. When using LinkedIn's desktop version, click on the "more" button and you will see the option to type in your own message. ►



How to Personalize Your Invitation From Your Mobile Device

To invite someone to connect from your mobile device, type the name in the search bar and select the person's name to open their profile. You will see the big blue button that says connect. Warning, don't click it. Instead, click on the more button and select "personalize invite." This allows you to type your own message, rather than automatically sending LinkedIn's default message.

If you make a mistake and accidentally send your invitation without a customized message, do the right thing and send a follow-up message to the person explaining why you want to connect.

Your LinkedIn Invitation to Connect Should Include

When personalizing your invitation, you want your message to be concise but provide enough information so the person will accept your invitation to connect.

Here are the five things your message could include. The more you can include, the better.

- Explain why you want to connect with the person
 - Tell them how you know them — Do you have connections in common?
 - Find something in common — Is it a mutual career field or interest? — Did you attend the same school? Are you in the same LinkedIn Group?
 - Reference something in their profile
 - Thank them in advance for accepting your invitation
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LinkedIn Invitation to Connect Templates

Use these templates to easily personalize your invitations to connect on LinkedIn.

"It was nice meeting you at the ____ event. I enjoyed talking to you about _____. Let's be sure to stay in touch."

"I am a fellow member of the ____ LinkedIn group and I saw your comments about _____. I'd love to stay in touch so we can talk more about _____."

"It's been a long time since we talked, hope you are doing well. I see you are now working at ____ company, how is that going? Let's catch up over the phone soon! Do you have time next week?"

"In looking at your profile, I see you are a fellow alumni of ____ university. I also noticed we have similar interests in _____. I would enjoy the opportunity to connect and chat sometime."

"I was looking at your profile and I am very impressed with your accomplishments in _____. Please accept my request to connect, I'd love to talk to you about how you accomplished _____."