

LinkedIn Networking Tips

1. When You Connect, Always Write a Personal Note

Always send a personalized note when sending connection requests. Resist the temptation to randomly hit the “connect” button! A personalized message will help you initiate a relationship and you won’t come across like you’re on a ‘connecting’ spree to bump up your numbers. Start with an authentic compliment or provide context like “I’ve enjoyed reading your blog” or “I see we worked at ABC at the same time.” Then briefly introduce yourself, explain why you are reaching out, invite the person to connect, and wrap it up with a thank you. Check out this article to get some tips on how to customize your connection request note:

<https://www.linkedin.com/pulse/7-best-ways-customize-connection-request-j-t-o-donnell/>

2. Nurture Your Relationships by Liking, Sharing, and Commenting

Once your requests are accepted, don’t stop there, you need to start building relationships. Nurture this new relationship by commenting on your connections’ posts, like, and share their content and even periodically reach out by sending them a message to share how your job search or career is progressing. Networking is about creating relationships - if you’re a silent connection, your relationships will never grow.

3. Actually Connect

If you reached out to your industry professionals because you wanted to ask for advice or information, make the connection more fruitful by moving it from online to offline. Offline can mean a phone call, a video chat, or a coffee meeting. Review the person’s profile to see if there are specific instructions about how he or she prefers to connect and our [information interview tips](#) for advancing the conversation.

4. Post Engaging Content

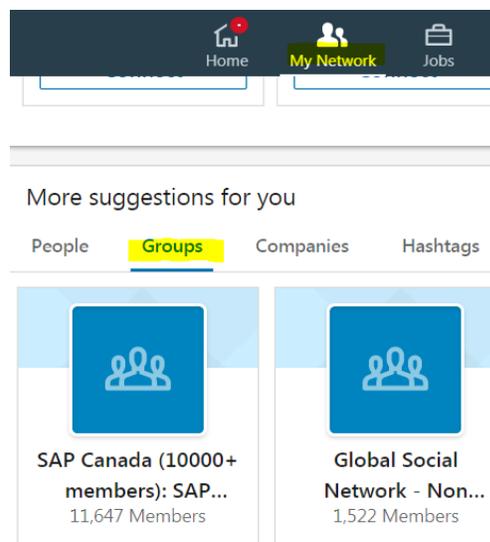
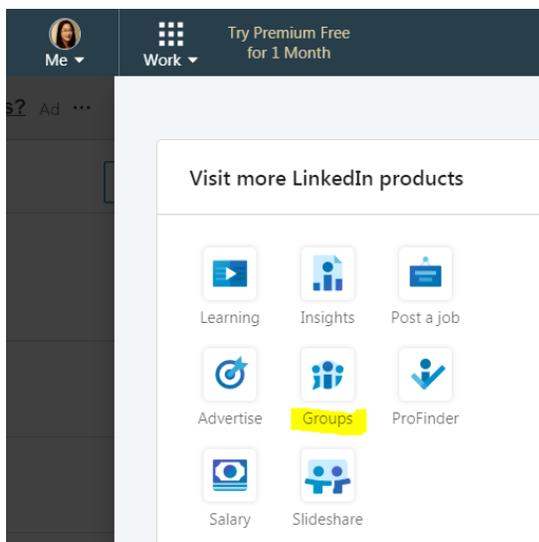
Present your knowledge or skills in your industry by posting interesting or educational content of your own. Sharing a great article or a blog you’ve read recently is a good start. However, if you want to make more valuable connections and represent yourself as a talented leader in your industry, consider crafting your own articles on LinkedIn. Use hashtags when publishing your writing to attract the types of people you want to engage with and grow your network.

5. Join LinkedIn Groups

Find groups on LinkedIn related to your industry or profession that you can become a part of. By joining a few active groups, your profile can be seen by hundreds of thousands of people in your industry and you can grow your network with them. Participate in discussions, answer questions that will showcase your expertise and share relevant content. Remember that groups are about community, not all about you. Focus on being a valuable member of the group and less on trying to sell yourself.

How to join groups?

- Click the Work icon in the top right of your LinkedIn homepage and select Groups from the menu that appears; or
- Click My Network and check “More suggestions for you” to view suggested groups.



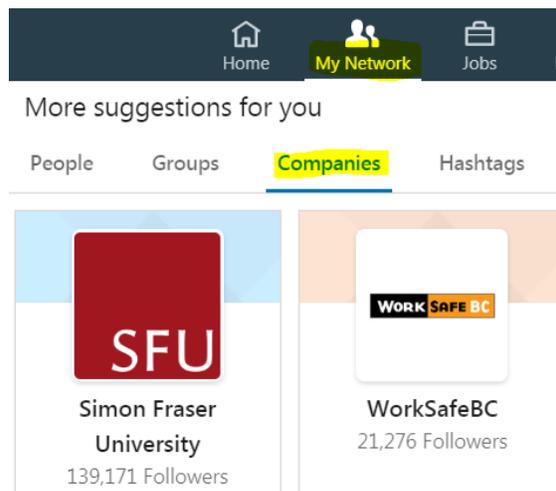
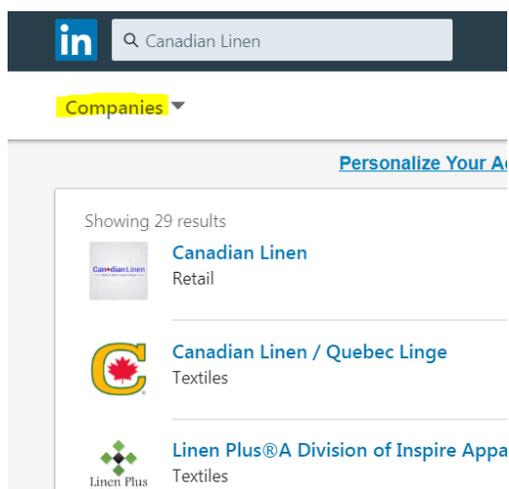
6. Follow Your Target Companies

Following companies on LinkedIn can bring you many benefits:

- Get recent updates about your target companies including company news, insider tips, job openings, and new hires.
- Build your inside connection with the employee of your target company. Learn who you're connected with by checking out the "people" tab on the company home page and observe your various degree connections. You can even find BCIT alumni using the filter "where they studied"
- Demonstrate your keen interest in them (Remember that they can see you are following them).
- Opt to "like" or positively "comment" about your target companies' updates, and the company may recognize your positive attention.

How to follow companies or organizations?

- Click on the Search box at the top of any LinkedIn page and type the name of the company, organization, or school; or
- Click My Network and check "More suggestions for you" to view suggested companies.



7. Make the Best Use of LinkedIn BCIT Alumni Tool

Access LinkedIn Alumni tool [here](https://www.linkedin.com/school/bcit/people/) or go to <https://www.linkedin.com/school/bcit/people/>. You can search for individuals who graduated from BCIT by applying different filters or using your own keywords. For example, if you're looking for a marketing position, click 'Marketing' under the 'What they studied' filter. If you'd like to refine your search and are interested in social media positions, consider selecting 'Social Media Marketing' from the 'What they're skilled at' filter. The more targeted your search, the more relevant your results will be. From there, view profiles and send a message to someone you want to reach out to. You could ask to set up an informational interview or even to connect and send some questions over email or LinkedIn messaging section.

The screenshot shows the LinkedIn website interface for the BCIT Alumni tool. At the top, the browser address bar displays the URL <https://www.linkedin.com/school/bcit/people/>. Below the browser, the LinkedIn navigation bar includes the search bar, Home, My Network, and Jobs icons. The main content area features the BCIT logo and the text: "British Columbia Institute of Technology", "Burnaby, Richmond, North Vancouver, Downtown Vancouver and Annacis Island (Delta), BC", and "107,471+ alumni · 129,539 followers". A description states: "BCIT's approach combines small classes, applied academics and hands-on experience", followed by a "Learn more" button. On the left, a sidebar menu lists "Home", "About", "Jobs", "Alumni" (highlighted in yellow), and "Ads". The main content area displays "107,471 alumni" and a search bar labeled "Search alumni by title, keyword or company". Below the search bar, there is a section titled "Where they live" with a "+ Add" button.