

Building Effective Networks and Connections Through Engagement on LinkedIn

LinkedIn is a robust platform that offers a vast array of opportunities for career growth and professional development. Beyond building a credible profile, many avenues for engagement and information are available on LinkedIn to expand your knowledge of the marketplace and support your professional goals. Discover the numerous resources available through LinkedIn to learn what's in it for you.

Monitor your LinkedIn profile to ensure it is fully optimized. You want it to include a good headshot, keyword-driven headline, personalized banner image, and About and Experience sections that express your brand, along with highlights of up to 50 skills, and positive recommendations.

1

GROW YOUR LINKEDIN NETWORK

- Invite connections to your network--current and former colleagues, managers, alumni, friends, and family. Expand your network beyond your industry or profession--everyone knows someone else, and their connections could be your next best contact.
- Invite people to 'Connect' with you rather than 'Follow' them. It may be an extra step when the 'Follow' button appears in their header. Click 'More,' and find 'Connect' in the drop-down menu.

+ Follow

Message

More

- When prompted, add a personalized note to your invitation, possibly explaining why you are interested in connecting with the person or simply saying hello.
- Request recommendations from current and former colleagues. Write recommendations for others.

2

BE PRESENT & ENGAGED: CONSISTENCY IS KEY

Actively engage your network while adding value with your professional insights and expertise:

- Be consistent with activity and engagement—create a schedule for posting or sharing content at least once each week or more if you are actively seeking a new opportunity.
- Create your own posts, sharing your expertise, interests, and curiosities. A great way to engage people is to begin a post with a question or an anecdote from your direct experience.
- Visual content tends to drive higher engagement compared to plain text. Incorporate images, infographics, or videos into your posts to make them more visually appealing and shareable.
- Write brief (min. 12 words) thoughtful comments in response to posts by people in your network or by others. This is a great way to share your ideas, increase your visibility, and expand your network. Be sure to tag the post's author and others whose attention you want to catch.
- Share your expertise and insights beyond creating posts to engage and grow your network on LinkedIn. You can write and publish articles or publish a newsletter and invite your connections to subscribe to it, host LinkedIn Live events, and participate in relevant, active groups.
- Follow, connect, and engage with industry thought leaders, favorite authors, and others who may have seemed out of your reach in the past. If you tag them in a comment to one of their posts, they may respond to you. It is a great way to increase your visibility and make connections.

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3 LINKEDIN IS A RESOURCE FOR CURRENT PROFESSIONAL INFORMATION

What you can gain/learn from LinkedIn:

- Obtain information about organizations and companies you're interested in
- Discover connections in various organizations, professions, and industries--access your extended network to learn about workplace cultures and opportunities and to expand your network of contacts. Many people find their next opportunity through a 3rd, 4th, or even 5th degree connection!
- LinkedIn Groups provide focused, interest-based, affiliated forums for professionals to connect and share information, insights, and opportunities within their commonalities across industries, professions, alumni groups, geographically focused professional groups, and many more affinities.
- LinkedIn Events are live-streamed sessions delivered by content experts who may impart skill-building, informational content, or a new product launch.
- LinkedIn Learning is an educational platform populated by over 5,000 business, technology-related, and creative skills expert-led video courses.