

Guide for Making Connections On LinkedIn

Using LinkedIn allows you to reach out and develop connections with peers and professionals in the industry. Some examples of people to reach out to are:

- Professionals who have roles similar to the ones you are seeking and who work at companies you're interested in. Hiring managers for those companies as well.
- Recruiters and Talent Acquisition professionals who hire for the companies you are interested in working for or third-party recruiters who work with companies that you are interested in.
- Thought leaders or influencers within your industry who have a strong presence on LinkedIn.
- Members of professional groups or associations that fit your interests and/or work within the industries you may wish to explore.
- Current or former colleagues, peers, or classmates who you have worked with or studied with in the past.

How to Find New LinkedIn Connections:

1. Use the LinkedIn search bar: Use the search bar at the top of the LinkedIn page to search for people by name, company, job title, or keywords related to your industry or interests.
2. Check your suggested connections: LinkedIn will suggest potential connections based on your current network, job title, industry, and interests.
3. Join LinkedIn groups: Join groups related to your industry or interests and connect with other members of the group.
4. Use LinkedIn's "People Also Viewed" feature: When you view someone's profile, LinkedIn will suggest other profiles that are similar to that person's profile.
5. Attend industry events: Attend industry events and conferences and connect with people you meet in person on LinkedIn.
6. Look up alumni: Use LinkedIn's alumni search feature to find people who attended the same school or university as you.
7. Use LinkedIn's advanced search: Use LinkedIn's advanced search filters to refine your search by location, industry, company size, and more.
8. Check out company pages: Follow company pages related to your industry and connect with employees of those companies.
9. Connect with speakers at events: If you attend events or conferences, connect with speakers and presenters who you found particularly interesting or informative.
10. Look up your competitors: Look up your competitors and connect with employees who work in similar roles to yours.

Remember, when sending connection requests, always personalize your message and explain why you want to connect. This will help increase the chances of the person accepting your request and starting a meaningful conversation.