



LinkedIn Part III





Career Series: LinkedIn

Part I:

- LinkedIn overview
- Why you should have a profile

Part II:

- Elements of a LinkedIn profile

Part III:

- LinkedIn connections
- Staying active on LinkedIn

LinkedIn Part III:
Connections and Staying Active
on LinkedIn



The background of the image is a dense, overlapping field of blue, pill-shaped buttons. Each button has a light blue, sans-serif font printed on it. The text on the buttons is either 'in' or 'ui!'. The buttons are arranged in a way that creates a sense of depth and texture, with some buttons appearing more prominent than others.

LinkedIn Connections and Staying
Active

LinkedIn: Connecting with Others

1. Connect with individuals you already know.
2. If possible, always ask for an intro from a first-degree connection.
3. Always send a personalized note with your request.

LinkedIn: Connecting with Others

Event

Hello *(Name)*,

It was great to meet you at *(event)* recently. I appreciated our conversation around *(topic discussed)* and would like to remain connected professionally. Please keep in touch should an opportunity to work together arise or if I can support your work in *(project/organization)* in any way.

Best regards,
(Name)

LinkedIn: Connecting with Others

Alumni

Hello *(Name)*,

I saw on your profile that you work at *(X organization/transitioned from X role to data science/worked in X location with X organization)*. Would you have 20 minutes to speak with me about *(X organization/X transition/X location experience)*?

Thank you for your time.

Best regards,

(Name)

(School)

LinkedIn: Connecting with Others

Requesting introductions to second or third-degree connections

Hello *(Name)*,

I hope you are well! I am currently *(working on X project / expanding my network in X field/seeking a new opportunity with X organization)* and see you are connected to *(X individual)*. It would be great to connect with *(x)* based on *(X background information)*. Would you be willing and comfortable introducing us via LinkedIn?

Thank you.

Best regards,
(Name)



LinkedIn: Staying Active

- Follow target employers.
- Join LinkedIn groups.
- Follow LinkedIn hashtags (relevant topics).
 - Fellow group members could lead to new connections, job opportunities, etc.
 - More site engagement = higher SEO.

LinkedIn Maintenance and Tips

- Regularly check in with connections.

Do NOT only contact them when you want something.

- Keep your profile up to date.
- Request informational interviews or just a conversation about a job or organization.

This is NOT a request for a job.

- Post relevant and interesting professional content to keep your name on the LinkedIn homepage feed.

Remember this is not Facebook, Instagram, or Twitter.



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Thank you