Expand your network strategically

Who should I reach out to on LinkedIn?

• People you have something in common with (shared background, affiliation, event attendance, etc.)
• People who have a job or who work at a company or in an industry that interests you
• People who are sharing content on LinkedIn that interests you
• People connected to other members you know
• People who may be able to help you achieve your career goals
Always personalize your connection request

After clicking “Connect,” you can customize your request by selecting “Add a note.” Here are a few tips to guide you:

• Keep your request concise: 2-3 sentences are appropriate (you only have 300 characters!)
• Consider including...
  • who you are
  • how you came across their profile
  • why you want to join their network
Hi [Name],

I see that you attended [institution, professional/nonprofit program, event] and I did as well. I’d love to learn more about your career path if you’re open to connecting!

[Your Name]

Sample Message #1: Shared background or affiliation

Consider members who...

- Attended your school or training program
- Are affiliated with a professional network or association you are part of
- Attended a recent event you attended
Hi [Name],

I recently started a role in [retail management] and see that you have expertise in the industry. I’d love to join your network to learn more.

[Your Name]

Hi [Name],

I admire your experience at [Salesforce] as I’m interested in exploring career opportunities there. I’d love to join your network to learn more.

[Your Name]

Hi [Name],

I am hoping to break into a career in [IT Support] and see that you have expertise in this area. I’d love to join your network to learn more.

[Your Name]
Hi [Name],

I enjoyed your recent article on [digital marketing best practices] as an early career marketer. I’d love to join your network to learn more.

[Your Name]
Hi [Name],

I found your profile through our mutual connection, [Rob]. I admire your experience and would love to join your network to learn more about your career path.

[Your Name]
Add value and engage with your network

- **Invest** time in your connections and request informational interviews
- **Like and share** things that you and people in your network will care about
- **Join** groups and exchange insights with school or program alumni
- **Give** testimonials and recommendations to others