

Expand your network strategically

Who should I reach out to on LinkedIn?

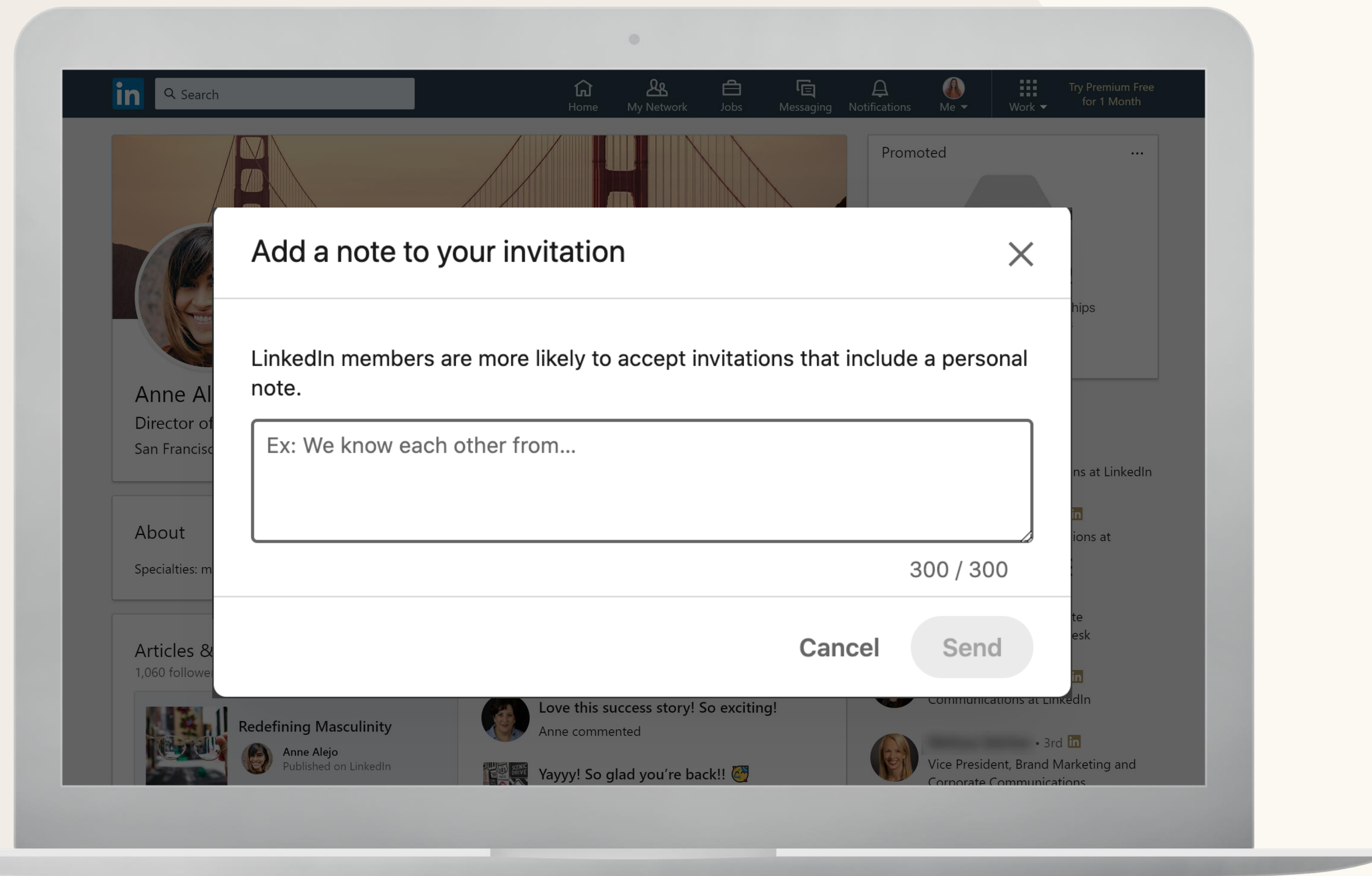
- People you have something in common with (shared background, affiliation, event attendance, etc.)
- People who have a job or who work at a company or in an industry that interests you
- People who are sharing content on LinkedIn that interests you
- People connected to other members you know
- People 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]



Sample Message #2: Industry, company or job you're interested in

Consider members who...

- ✓ Work in your industry or an industry you want to break into
- ✓ Work at a company you'd like to learn more about
- ✓ Work in a role similar to yours or one you'd like to have someday

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]



Sample Message #3: Professional content or insights that interest you

Consider members who...

- ✓ Have written posts or articles on LinkedIn you found insightful or relevant to your interests
- ✓ Not sure where to find content that interests you? Follow hashtags and join groups to get started!

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]



Sample Message #4 Mutual connection

Consider members who...

- ✓ You have a connection in common with

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