

# How to expand your network on LinkedIn

Networking can help you explore career paths, meet a mentor, or even land a new job. Whether you are a seasoned networker or brand new to LinkedIn, follow these steps to strategically expand your professional network.



## 1 Consider your career goals

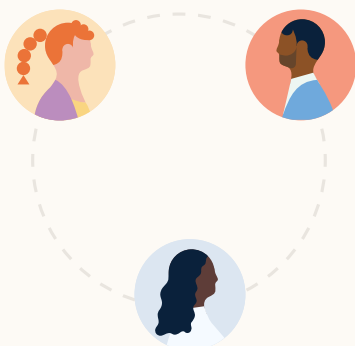
To start your networking journey, think about your short- and long-term career goals. What action steps will you take to move toward your goals? Who do you need to connect with and what support do you need from them? Keep these answers in mind as you expand your network on LinkedIn.

## 2 Update your profile

Your LinkedIn profile is the first place people will go to learn about you, so it's important to ensure it's up to date. Check out the guide "[How to build a strong LinkedIn profile](#)" for tips on how to create a compelling profile.

## 3 Begin your search for new connections

Get started by clicking "My Network" and exploring the "People you may know" suggestions. You can also use the Search bar to find people who work in industries or at companies that interest you. Check out these other connection ideas.



### Who should I reach out to on LinkedIn?

- ✓ People you already know
- ✓ People you want to know that you have something in common with
- ✓ People who have a job that interests you

**Pro Tip:** Focus the majority of your time networking with people you know, people you want to know that you have something in common with, or people who have a job that interests you. You can also spend a small amount of time reaching out to people who are sharing content on LinkedIn that interests you, or who may be able to help you achieve your career goals.

#### 4 Add a personal touch to your connection requests

Once you've found someone and clicked "Connect," you can customize your request by selecting "Add a note." Consider adding a short note that explains who you are, how you found them, and why you'd like to join their network. Not sure what to write? Check out this template for inspiration.

##### Connection request template

Hi [Name]. I'm [who you are], and I found your profile by [how you found them]. I'd like to join your network because [your reasons to connect]. Thank you for considering!



#### 5 Engage with your growing network

Invest time in your new connections by liking, commenting on, and sharing their posts that resonate with you. Consider reaching out to request informational interviews to learn more about their career path or to ask for advice about achieving your professional goals.



Check out these other resources to help you network effectively on LinkedIn:

[LinkedIn Guide to Networking](#)

[Power in Connection Newsletter](#)