

Building Your Network and Advancing Your Job Search

- **Join groups.**
 - ◆ Alumni of schools you graduated from, professional organizations, and job seeker groups.
 - ◆ Many groups have their own job boards. Turn on notifications to be advised of new opportunities. (See: LinkedIn Groups Worksheet.)
- **Connect with recruiters who specialize in your industry.**
- **Use advanced search functions.**
 - ◆ Connect with current and past employees at the companies you are following.
 - ◆ Many companies have employee referral programs, and employees are willing to help connect you with a hiring manager to earn the referral bonus.
 - ◆ As you search and follow companies, include your school name in the search field to find alumni. Now you have something in common. Send a personalized note and include the following statement “I would be honored to have a fellow XXXX alumna/alumnus join my network.”
- **Adjust your setting for “Who’s Viewed My Profile.”**
 - ◆ Review results daily.
 - ◆ Be sure to follow the people who viewed your profile.
- **Click on a person’s profile instead of sending an “InMail.”**
 - ◆ They will know you have viewed their profile.
 - ◆ They may be more inclined to accept your invitation to connect.
- **Share a status update on a weekly basis so that your profile remains visible to your own network at peak times.**
- **Stay active with your current network.**
 - ◆ Contact people with job titles similar to yours.
 - ◆ Let them know you are in the midst of a job search.
- **Share current articles to stay active in your industry.**
- **Leave a comment on other people’s articles.**
 - ◆ That individual will be notified that their name was mentioned.
 - ◆ They are more likely to connect with you and start a discussion around the article.