

LinkedIn - Tips for Building Your Network and Advancing Your Job Search

Optimizing your LinkedIn strategy can significantly accelerate your job search. Here's a guide to help you build a robust network:

1. Join Relevant Groups

- **Alumni Networks:** Join groups from schools you attended, including universities, colleges, or training programs.
- **Professional Organizations:** Seek industry-related groups and organizations matching your career interests.
- **Job Seeker Groups:** Many job-focused groups offer dedicated job boards, networking events, and career advice.

Pro Tip: Turn on notifications for each group to stay informed about new opportunities and discussions.

2. Connect with Industry-Specific Recruiters

- Identify and connect with recruiters who specialize in your field. Send a personalized connection request introducing yourself and explaining your background.

Bonus: Recruiters often post job openings, share insights, and can provide valuable introductions within your industry.

3. Use LinkedIn's Advanced Search Feature/s

- **Connect with Employees:** Search for current and past employees of the companies you're interested in. Many companies offer employee referral programs, and staff are often happy to help refer you to open positions.
- **Leverage Alumni Networks:** Include your alma mater's name in search filters to find alumni working at your target companies. Reach out with a personalized message: "As a fellow [School Name] alumna/alumnus, I'd be honored to connect and have you in my network."

Pro Tip: Keep your outreach professional and authentic. Building relationships, not just collecting contacts, is key.

4. Adjust Privacy Settings for "Who's Viewed My Profile"

- Enable this feature to see who is visiting your profile. Review these daily for potential leaders.

Action Step: Follow up with people who have viewed your profile by sending a connection request. Let them know you're interested in building your professional network.

5. Engage with Profiles Instead of Relying on “InMail”

- Before sending a message, visit a person’s profile. LinkedIn will notify them that you viewed their profile, which may increase their chances of accepting your connection request.

Pro Tip: Use this strategy with recruiters, hiring managers, and other professionals at companies of interest. A profile view followed by a connection request can be more effective than a cold “InMail” message.

6. Post Regular Status Updates

- Share updates weekly to keep your profile active and visible to your network.

Content Ideas: Highlight your career achievements, share industry trends, or repost insightful articles. This keeps you on your network’s radar and demonstrates industry engagement.

7. Engage with Your Current Network

- Reach out to people with similar job titles and inform them about your job search. They might know of openings or opportunities.

Pro Tip: Keep your message conversational but professional. Ask for advice or insights on industry trends to strengthen the relationship.

8. Share Industry-Specific Content

- Share relevant articles, news, or research papers regularly to demonstrate your expertise and inform your network.

Pro Tip: Add a brief commentary when sharing, providing your thoughts or a question for discussion.

9. Comment on Articles and Posts

- Engage with others’ content by leaving thoughtful comments. Tag the author, as LinkedIn notifies them when their name is mentioned.
- **Benefit:** This helps build relationships, opens the door for discussion, and can lead to new connections.

By incorporating these strategies into your LinkedIn activity, you’ll maintain an active, engaging presence while building meaningful relationships that can directly support your job search.