



# CAREER & PROFESSIONAL DEVELOPMENT CENTER

## How to Make the Most of Your LinkedIn Account

### Get Involved with LinkedIn Groups

- Join groups that are relevant to your interests and your major.
- Start a discussion in these groups -get your name out there.
- Comment on discussions that others have started -people will start to realize you have something interesting to contribute.
- Add a "promotion" if you have a special event or upcoming class that you want to promote and share.
- Connect with people that you've interacted with in the groups you are a part of.
- Start a group so you can connect with like-minded people and come off as a passionate expert in your field.
- Post a question in LinkedIn to grow your network and connect with people interested in the same topic.
- Read the popular discussions in groups to learn what people in your field want to talk about.

### Connecting with your Connections

- Update your status regularly with relevant information that shows you're a thought-leader in your industry.
- Comment on the status of your connections.
- Write a recommendation for one of your close professional contacts.
- Request a recommendation from a business contact that you have a good relationship with.
- Request a "LinkedIn introduction" to someone you think you could collaborate with.
- Send messages to those in your network -holiday greetings, birthday wishes, articles they would find interesting, etc.
- Search for people who it would be good to have in your network.
- Always respond to messages in your inbox promptly and enthusiastically.

### Grow Your Connections

- Look at the LinkedIn "people you may know" recommendations every time you log-on.
- Upload your email address book and add your email connections to your network.
- Think about people you've met at the Career Fair or at other events or who you're in classes with, and invite them into your network.
- Connect with thought leaders and influencers from the groups you participate in.
- LinkedIn allows you to browse people who are in college with you or have the same former workplace -use this to add long-lost connections.
- Personalize your LinkedIn connection request. If you connect to someone, do not use the generic message generated for you by LinkedIn. Write something personalized that shares how you met them, and request if it's okay to connect with them. This will increase your chances that this person will accept your connection request.