

Building Social Capital via LinkedIn

Networking Philosophy

Networking is defined by building strong relationships, creating strategic alliances', and sharing professional opportunities. As you develop your network, you will want to decide on whom you want to connect, how you would like to connect, and how often you will be in touch. Consider the following philosophies:

- **LION** – LinkedIn Open Networker means you are open to receiving connection requests from people you don't know.
- **Strategic Networker** – This type of networker connects based on professional goals that will both enhance their career and help them to perform better in their job.
- **Selective Networker** – This type of networker must know each person well before connecting.

People results for Valerie Sutton • 73 results



Valerie Sutton  • You
Director, Career Services Office
Greater Boston Area



3,019 shared connections

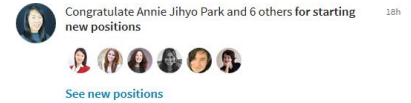
Adding Connections

There are several ways to find and add connections on LinkedIn

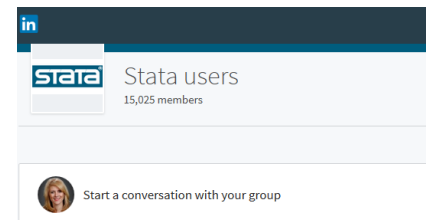
1. **My Network – Add Connections:** The best choice is to add connections through individual emails. Check out “People you may know”
2. **University Pages – See Alumni:** Your approach will depend on your networking philosophy; however, remember to remind them of how you met or why you would like to connect.
3. **Company Pages:** Look for second degree connections for introductions from the people you know.
4. **Groups:** You can join and utilize alumni and professional groups to contact people directly and get to know them prior to connecting with them individually.
5. **Advanced Search Function:** This allows you to search for people by name or company.

Staying connected:

Utilize the **Notifications** feature to congratulate contacts on new jobs and work anniversaries.



Be an active participant in **groups** to network beyond your personal connections.



Post, like, share and comment on **Updates** on your newsfeed.



Write an **article** focused on your career interests.



Expanding Your Network through Informational Interviews:

An informational interview is a key networking tool whether you are looking for a job or for professional development. The interview gives you a way to gain information on a variety of topics including: career decision making, job search tips, and best practices for your sector and role. The best source for an informational interview is within your expanded network, but it also can be through a cold contact.

Asking for the interview:

1. Find appropriate contacts through company search, advanced search, or groups in LinkedIn.
2. If it is a second degree connection, send a request by clicking the drop down menu by "Inmail" and choose "Get Introduced".
 - a. Choose the strongest connection to introduce you and then write them a personal note with your request.
3. Once you are directly in touch with the contact, send a note requesting a brief meeting of 20 minutes, specific date and time options and that you can be flexible, if those times don't work.

Questions to ask:

1. *Career Decision- Making Questions:* These questions focus on confirming mission alignment, exploring work culture, roles that would utilize your strengths, and how it might work into your life needs.
2. *Job Search Questions:* These questions focus on the job search process including resume styles, potential interview questions, length of time-to-hire, and processes associated with hiring.
3. *Career Development Questions:* These questions focus on best practices in the field and how you can further develop your skills and knowledge to move up in an organization or become a specialist in your field.
4. *Ask for a referral to another contact.*

Staying in touch:

1. Ask if you can stay in touch and connect with them on LinkedIn.
2. Send them a note of thanks with specific details of your conversation.
3. Send them a follow-up note at a later date with any actions you have taken based on their suggestions.
4. Invite them to events; send articles of interest, and updates of your professional development.

Employer Research:

1. Follow organizations of interests to get their updates on your newsfeed.
2. Explore roles within an organization and backgrounds of people that inspire you.
3. Identify additional organizations through **Similar companies**.
4. Use **University** search to identify potential organizations based on roles and skills.
5. Look at **Individual Profiles** of people that interest you and see where they work prior to their current position.

Professional Development:

1. Join **Groups** and ask questions of members.
2. Utilize **Pulse** to identify articles that will help you stay abreast of trends and help promote your career.
3. Set up your **Job Preferences** and create **Saved Searches** to stay on top of openings.
4. Follow peoples' careers to identify potential moves that you can make to further your career.
5. Post articles regularly for visibility.