

## Networking Through LinkedIn (and other tips)

Relationship building is one of the things that is not on pause because of physical distancing! Here are some tips on making the most out of LinkedIn during this time and some additional networking tips:



### Take this time to give your LinkedIn (and other platforms) a spring clean

- ✓ What does your LinkedIn say about you? Update your profile with the content you want out there, but don't forget about other platforms. Add keywords, photos/videos, professional experience and publications to LinkedIn (and other platforms) you use on social media.
- ✓ You can always book an appointment with a Career Advisor to review these materials once complete.



### To help people find you on LinkedIn, make sure your profile has the correct keywords!

- ✓ Find previous job descriptions or look up roles you might want to obtain in the future. What are common industry terms and/or soft skills you're seeing? Do any of them relate to your current skill set that you can add to your profile? If you're still gaining these skills, consider using terms like 'aspiring', 'junior', or 'entry level'.



### Familiarize yourself with LinkedIn's SEO (Search Engine Optimization)

- ✓ Ask yourself: Are my job title(s) and my headline accurate and engaging reflections of who I am? Am I using keywords to help people find my profile? Show who you help and how you help them while naturally including keywords about your area of specialization/learning.



### Engage, engage, engage!

- ✓ Take part in conversations happening in the comment sections of posts/articles. Encourage others to engage on your own posts simply by asking thought provoking questions, such as 'How is your work/school handling this topic or issue?' or 'Would you have approached this differently? If so, how?'



### Make use of mentions and hashtags

- ✓ Sharing an article? Mention the author or connections you think might benefit!
- ✓ Posting an article or creating a blog post? Use engaging and accurate hashtags so that other like-minded folks can find your content. #yougotthis



### Set a reminder in your calendar to utilize LinkedIn

- ✓ If you don't use it, you lose it! Setting a weekly reminder to post, share, comment, or create an additional 1-3 meaningful connection requests can help you build the habit of engagement.



### Build a close network and keep them warm

- ✓ Just check in on your connections - there's no formula for this! Think about sending communications that you would be happy to receive. Send a repost, wish someone a happy birthday/work anniversary, or directly share an article that made you think of them.



### Keep empathy, authenticity, and acknowledgement top of mind

- ✓ With physical distancing measures in place, it may take folks longer to get back to you or they may not be able to speak with you for some time. Don't let that discourage you!

Sample Message:

Hi \_\_\_\_\_,

My name is \_\_\_\_\_. I sincerely hope this note finds you and your family safe and healthy.

I recognize you may very well be navigating immediate issues related to COVID-19, so if it's simply not feasible to connect right now, I absolutely understand.

If you are open to (a 15-minute conversation/introducing me to \_\_\_\_\_/answering the two questions below), I would be most grateful.

(Enter any additional specifics here ... but be concise)

Thank you for any (guidance, support, help) you may be able to offer. And, of course, if I may return the kindness, please let me know.



### Other ways to network outside of LinkedIn

- ✓ Consider your own virtual coffee chats/online meetups to engage with like-minded folks and to get conversation going using platforms like Zoom or Google Hangouts.
- ✓ Keep an eye out for online job fairs, volunteer opportunities, webinars, etc. using platforms like Eventbrite and Meetup.



### Be kind to yourself

- ✓ Don't worry if it's been a while since you've reached out! Nobody will be upset with you if you haven't kept on top of everything during this challenging time.