

# 1

## Complete profiles = more opportunities.

Developing connections begins with people seeing what you have to offer. A complete profile is 40X more likely to receive opportunities via LinkedIn.

# How to Network on LinkedIn

Form connections to help you build your career.

# 2

## Showcase who you are.

Be sure to include all your experiences, summer jobs, internships, volunteer work, and student organizations. You never know what might make you stand out.



# 3

## Use your inbox.

Networking is more than cold emailing. Build your network by connecting with people you know and trust.

# 4

## Get personal.

As you cultivate relationships, customize your request with friendly notes and remind the person where you met, how you met, or what organization you have in

# 5

## Connect with groups.

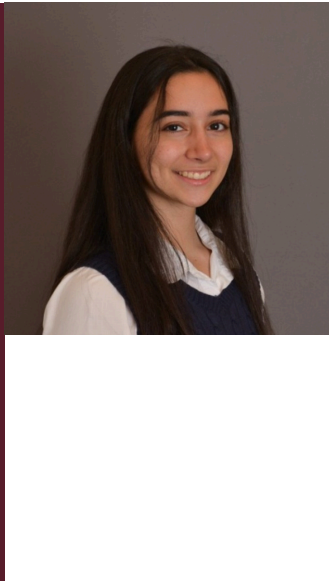
LinkedIn groups can help you form new connections. You can start with school groups and reach out to alumni. Volunteer organizations and associations are good starts.



6

**Lend a (virtual) hand.**

Think about how you can support others as you build your connections. Comment on peers status updates or highlights - your generosity will be returned!



7

**Update your status.**

Networking is also about who knows you. Stay on your network's radar by updating your status regularly.



8

**Request informational interviews.**

As a student, don't ask for a job. Rather, ask for a brief phone conversation to seek their advice. Alumni, friends, and industry leaders are often willing to do so.

9

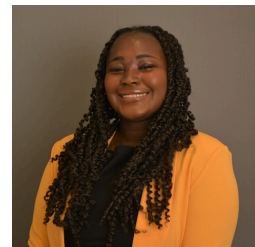
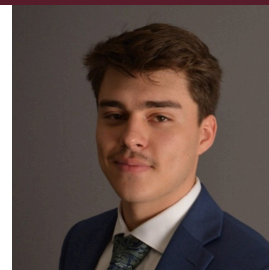
**Do your homework.**

Use LinkedIn's advanced search and company pages before an informational interview, formal interview, or networking to learn about a person's background/interest.

10

**Step away and get out.**

Support your online connections with real human interactions. Set up calls, attend in-person events, and send notes to people you engage with on LinkedIn.



**Network on LinkedIn**

Get going at [www.linkedin.com](http://www.linkedin.com)