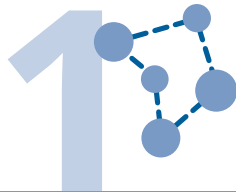


9 WAYS TO BUILD YOUR LinkedIn NETWORK

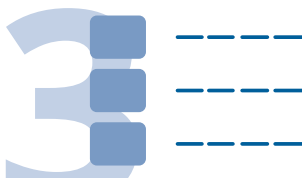


Connections

Aim for 50-100 connections to start. However, the most successful profiles have **over 500 connections**, so plan to increase your connections over time! The following are good places to start:

- Find college lecturers and classmates.
- Look for CIT Alumni – former graduates of your college and your course.
- Look up industry leaders, companies you would like to work for, find their HR Manager and other relevant professionals related to your degree.
- Connect with people who are where you want to be – people in roles you would like for yourself.

Invite people to connect with you by sending a short personalised message. Taking a few minutes to do five personal invites is better than randomly selecting people and sending the generic LinkedIn invite. This network is for your professional life so invite people relevant to your qualification, industry or the sector you wish to break into. Also, consider each invitation that comes to you. If there's relevant common ground, then accept, and for others, it may suit better to connect on another social network like Instagram or Facebook.



Recommendations/endorsements

Try to get one a month. For example, if someone says you did a good job on a project ask them to make a LinkedIn recommendation. Don't be afraid to specify what you'd like them to focus on!



Reach out

Reach out to people who have viewed your profile. Maybe you will get a lucky break. If there's someone you look up to, reach out to them, send them a message, but not solely to look for a job, start a conversation. Remember, **LinkedIn is for the long-term** and you need to be open to getting involved and to give as well as take from connections. Potential employers expect to learn about your qualifications, expertise and professional interests over time. A profile packed with job search messages and zero activity or endorsements will not work.



Add a blog, write a piece

LinkedIn allows users to write and publish their work on the platform. Share your perspective about what is going on in your field, weigh in on a recent industry development, or show off your skills as a writer. It is a great way to be noticed.

Also, if you have a WordPress blog, feed your blog into your LinkedIn profile. To enable this setting, select 'More' in the main nav bar and select 'Applications'. From there, choose the WordPress application and enter the link to your feed. The blog will then appear in your profile and will update automatically each time a new post is added.



Join groups

Join groups that are relevant to your profession and sector - LinkedIn Groups can do wonders for your job search! By joining groups, you will show that you are engaged in your field. However, more importantly, you will instantly be connected to people and part of relevant discussions – it's like being in an ongoing, online networking event. Get involved and this will increase the number of people who will potentially view your profile!



Contact details

Make sure you can be found! Don't forget to add your email address (or blog, or Twitter handle, or anywhere else you would like to be found) to the contact information section of your profile. Keep LinkedIn separate from your Facebook profile – this is usually for social life and its not a good idea to mix it with your professional life.



Show your interests & passion

Make sure your LinkedIn profile **shows your enthusiasm**. Join and participate in groups related to your field and use your status line to announce activities you are doing. Share interesting articles or news. Connect with the leaders in your industry. Fly your own flag!



Jobs

Most companies advertise jobs on LinkedIn, so make this a regular section to check. At the end of the day, the most exciting people to hire are the people who are the most excited about what they do! Make sure your **LinkedIn profile shows clearly what you have to offer** and information on job openings will come to you. Consider taking the one-month free trial of premium, this will allow you to make certain connections and you can always cancel the subscription once you have achieved this. It is a great way to build up your connections.



Regularly check in

Do not let your profile gather dust! If you want to use your online presence for the good of your career, you need to be **active on a weekly and monthly** basis. Like, post, share, comment and connect, you can do it!