



HOW TO NETWORK ON LinkedIn

7 Proven tips for 2022

#1: Complete Your Profile

Make sure your LinkedIn profile is completely filled out. Meaning, all the sections on your profile are filled in and there are no gaps and blank spaces.

Make sure to add the following sections to your LinkedIn profile:

- A headline
- A profile photo and background picture
- A LinkedIn summary
- Current job title
- Your country and zip code
- Work experience with relevant dates
- Education section
- Any volunteer work or other hobbies
- At least 5 relevant skills

#2: Optimize Your Profile

- Add a Professional-Looking, Friendly Profile Picture
- Add an Effective Headline
 - Find the exact jobs you're interested in. Go to LinkedIn's Job Board and filter your search by experience level, job type, geography, etc. Sift through the search results and choose a number of roles you're interested in.
 - Continue by looking for the words and phrases that appear most frequently across these headlines. These are the keywords that recruiters use to find possible candidates.
 - Use these keywords when creating your headline.
- Create a Comprehensive and Eye-Catching Summary
 - Include your years of experience, most relevant skills (especially technical skills), your current job title, passions, and what job position you're looking for (in case you are).
- Optimize your Work Experience
 - You should fill out your work experience sections, just as you would on your resume.
 - Meaning, you can include job responsibilities, duties, accomplishments, and tangible results you've achieved for each position worked.

#3: Get Endorsements

LinkedIn endorsements are a way for your colleagues and connections to attest to your expertise in a specific field or skill. So the more endorsements you get, the more credible your online profile looks.

- The best way is through endorsing others. Start with your closest coworkers, friends, and family on LinkedIn, as they're most likely to return the favor. Do this by scrolling down to the 'Skills & endorsements' section on their profile, finding the specific skill you want to endorse them for, and pressing the "+" button next to it. It'll turn into a "√." Afterward, ask them to return the favor and endorse one of your skills or projects.
- Another way to get endorsements is by directly asking for them. It doesn't have to be a long message, you can just send your connections a quick: "Hey, mind endorsing me for X project/skill?"

Make sure what you're asking to be endorsed is something they've seen you do, complete, or that appears on your LinkedIn profile, otherwise, this approach might not be too effective.



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#4: Gather Connections from People You Know

There are many different ways to grow your LinkedIn network, but the first and most reliable way is by connecting with people you already know.

Start by importing all of your phone contacts on LinkedIn and sending them a connection request. Then, use the “People You May Know” feature to find more people you might have missed from the same school, company, or from your industry.

You can do this by tapping on the My Network tab in the navigation bar, and scrolling down to the “People You May Know” section.

#5: Connect with Strangers in your Field

The goal of networking on LinkedIn isn’t to add as many people as possible. Rather, it is to create meaningful connections with people who can help you grow professionally.

Do this by:

- Sending invites to a manager, recruiter, or company representative that works in your specific field and can help you get your desired job position. If you’re in accounting, don’t connect with strangers who do the polar opposite, like medicine, geology, or engineering. They might give you a “like react”, but they likely won’t be interested (rather, slightly annoyed) in the content that you post.
- Send a personalized message along with your request. For example, you can add 2-3 sentences explaining why you two should connect, such as: “Hello, I see that you work for Company X. I wanted to reach and connect because I am currently exploring new job opportunities. I’ve been working for ABC Company for 4+ years and I’m now ready for my next challenge”.

#6: Join LinkedIn Groups

LinkedIn groups are dedicated forums where professionals with similar interests, or who work in the same industry, share their knowledge, ask questions, and have conversations about topics they want to learn more about. Joining these groups can help you create new connections, grow partnerships, and show off experience and expertise.

LinkedIn makes finding and joining these groups easy—all you’ve got to do is search for specific keywords related to your industry, interests, or desired customer.

Joining just a few of these active groups means thousands of people in your industry could see your profile and reach out to you.

For this to actually happen, though, you’ll need to do more than just join. You have to interact with the LinkedIn group by participating in discussions, asking questions, and posting relevant content, among other things.

#7: Regularly Write Content

Actively liking, commenting, and showing love to your LinkedIn connections is a great way to grow your network—but why stop there?

If you have experiences and educational or informational content yourself, you can publish it to boost your profile’s credibility and present yourself as an expert in your industry.

Follow these tips when writing content for LinkedIn:

- Tailor your language to the LinkedIn demographic by writing in a professional and authoritative voice.
- Post regularly, which is usually several times a week.
- Add relevant visuals such as infographics and pictures along the content to make the post as attention-grabbing as possible.