



Name \_\_\_\_\_ Date \_\_\_\_\_

You've got your LinkedIn profile up and you're ready to use it for building your digital professional network.

LinkedIn organizes contacts and potential contacts according to different degrees. The 1st degree is your current connections. They all have a 1st degree icon next to their names. You can send them messages via LinkedIn (LinkedIn calls this feature InMail), and they have access to your personal email address. After awhile you may have people who show up in your contacts list without an icon; these are people who might have invited you to a group or contacted you about a job but that you aren't officially linked with.

The 2nd degree of connections are people who are linked to your 1st degree connections. For example, say you are linked to Henry (a 1st degree connection) and Henry is linked to William. William is your 2nd degree connection. The same logic applies to 3rd degree connections. Imagine that William is connected to Mira. Mira is your 3rd degree connection. You can send messages to 2nd and 3rd degree connections but not to random people.

### Tips for Writing Personal Invitations to Join Your Network

1. Acknowledge the contact by name. (Long time since we connected, Mateo!)
2. If it's appropriate, acknowledge either the contact's contribution to your life or something about their background. (I often think about the priceless advice you gave me during the Young Leader's Camp.)
3. Establish the context in which you know the person—if you do indeed know them. This, of course, isn't necessary if the contact is your boyfriend. But it's important for just about everyone else. (We were introduced last year during the Arts and Culture Fair.)
4. Invite them in your own words to connect with you. (Please join my network.)

**Brevity** is the name of the game on LinkedIn. You'll have 300 characters to make an introduction when you invite someone to join your network. Make each word count.

Not everyone is on LinkedIn. (What are they waiting for? Get on the bus, people!) If you do a search and a name doesn't come up, move on to your next potential connection.



## Connections and Invitations, cont....

5. If the person accepts your invitation, you can follow up with
  - o A request of some sort (Thanks for joining my network! Can I pick your brain sometime? I'm looking for an internship...)
  - o An offer of some sort (let me know if you want to talk job talk! I've just gotten a bunch of great new info...)

Or, you can use LinkedIn's Reminder tool to check in with this person and say "hello" in a few months. To do this, go to your contacts, and then click on the person's profile. Click on "Relationship" (there is a star next to it), and then "Reminder." Follow the prompts to write yourself the reminder; this will only be seen by you.

### Examples of Invitation Notes Based on Level of Contact

#### Active Contacts:

Hi Brandon! How is Miami treating you? Let's chat soon. In the meantime, can I add you to my network?

It's been forever since I saw you, Haley! Congrats on your job at ESPN. Please join my network!

#### Inactive Contacts:

William, you may recall that we met at Hanna's house last summer. Since we both have an interest in neuroscience, I thought you might like to join my network.

Denise –

I had the pleasure of meeting you at the Breaking Into Film workshop. I also noticed that we have several mutual connections. May I add you to my network?

#### People You Don't Know:

Hello Darnel,

I know we haven't met yet, but Crystal speaks so highly of you. She forwarded me your article on China's changing economy, which I loved. Would you like to join my network?

Negative networkers don't reach out until they need something. Networking—whether in person or online—is about sharing and mutual benefit..



## Connections and Invitations, cont....

Dr. Rodriguez,  
I heard you speak at King Hall last week, and I was inspired by your message. Please join my network.

### Steps to Connect

1. Search for your connection by name.
2. Click on their name to go to their profile.
3. Click the Connect button on their profile page.
4. LinkedIn will ask how you know the connection. Choose one of the following:
  - Colleague
  - Classmate
  - We've done business together
  - Friend
  - Other
  - I don't know this person.
5. Type your personal note, and then send.

### Bottom Line Networking Goals

By the end of your junior year, aim to meet these online networking goals:

- At least two adults who you know through your family or neighborhood
- At least two of your professors
- At least two Bottom Line counselors
- At least five peers whom you respect
- At least two employers or coworkers from previous and current jobs, volunteer gigs, or internships

Then, for every semester that you're in the Bottom Line Go Far program, aim to add at least three people to your network whom you meet through campus events, Bottom Line events, or other organizations or work.

The contacts who fall into the “*People You Don't Know*” category shouldn't be random strangers. Although you don't know them, people in this category are still sensible candidates to be in your network. The brother of the guy who makes tortillas at your favorite burrito joint is an example of someone you don't know who *doesn't* belong in that category. However, the brother of a guy you played soccer with who now works at Pixar, your dream company, is an example of someone you don't know who *does* belong in that category.

Safety first! Another important reason to only send invitations to people you know and trust: 1st-degree connections are given access to the primary email address on your account.

LinkedIn will prompt you to import contacts from your email account. Pause! While this is one way to go, we advise against it. If LinkedIn sends automatic invites to all of your email contacts, you can't personalize the invitations and everyone—including your ex-girlfriend!—will get one.



## Connections and Invitations, cont....

	<b>Active Contacts (someone you really truly know)</b>	<b>Inactive Contacts (someone you've met but who may not remember you)</b>	<b>People You Don't Know (but whom you would like to have a professional connection with)</b>
Examples	<p><i>Your biology professor</i></p> <p><i>Your uncle who works as a research scientist</i></p> <p><i>Your former roommate who works at a pharmaceutical lab</i></p>	<p><i>A guest speaker in your music philosophy class</i></p> <p><i>An intern at a recording studio whom you met at a party last year</i></p> <p><i>Your friend's brother who is the personal assistant for a rising rap star</i></p>	<p><i>A member of a recent graduates LinkedIn group you belong to</i></p> <p><i>An alum from your high school who works for a corporation you're interested in working for</i></p> <p><i>A speaker at a conference you attended</i></p>
My Contacts			