

# NETWORKING ON LINKEDIN

## University of Arizona Graduate Center

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Too many only use LinkedIn to look for and apply to opportunities. The networking feature is often overlooked or underutilized. Given [80% of jobs are never posted](#) and [up to 85% of all jobs are filled through networking](#), do yourself a favor and use LinkedIn to strategically network.

### ***Facilitate Building Connections on LinkedIn:***

1. Follow the [University of Arizona's LinkedIn Page](#)
2. Ask to join the [University of Arizona Alumni's LinkedIn Group](#)
3. Follow any other university or college you attended
4. Join the alumni group pages of any other university or college you attended
5. Follow well known individuals in your field or industry (e.g. Bill Gates)
6. Follow any specific companies that are of potential career interest to you

### ***Connect With Professionals on LinkedIn:***

1. Use the "[Alumni](#)" tab on the University of Arizona's LinkedIn page (or any other university you've attended) to search for individuals to connect with
  - a. Enter different filters to see who you can find - you'd be surprised how far reaching the University of Arizona's network is.
  - b. When you find someone you want to extend a connection request to, be sure to include a short message letting them know who you are and why you wish to connect - be sure to mention that you are a fellow Wildcat.
    - i. For example: Hello [person's name]. I wanted to reach out to you as a fellow Wildcat and [industry] professional and invite you to join my network. Cheers!
  - c. It's enough, for now, to just let them know you're looking to build your network of professionals in a specific field or industry - DO NOT ask for a job or internship.
2. Use the "People" tab on a company's LinkedIn page to search for individuals to connect with
  - a. Again, use different filters to identify the most relevant people to connect with.



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- b. When you find someone you want to extend a connection request to, be sure to include a short message letting them know who you are and why you wish to connect - focus on their role, their company, or their industry.
  - i. For example: Hello [person's name]. I wanted to invite you to my network as I look to transition/shift/begin my career in [industry].
- c. It's enough, for now, to just let them know you're looking to build your network of professionals in a specific field or industry - DO NOT ask for a job or internship.

Initially, strive to send 10 connection requests to people you don't know well, or at all. You'll be surprised how many of them will accept your connection request, and a few may even respond. Continue sending connection requests to professionals as you identify them.

### **Bonus Tips:**

1. Review the profiles of those you find on LinkedIn to learn about their experiences and how they market their skills and experiences.
  - a. Their previous experiences can give you useful data about potential titles to consider, potential employers to explore, and insight into what a specific career trajectory can look like.
  - b. How they communicate their skills and experiences may push you to make changes to your profile and how you communicate your own skills and experiences - that's okay!
2. Consider joining the University of Arizona Alumni Association's [Bear Down Network](#) now that you have all the pieces of an online professional profile.
  - a. There are some graduate alumni on the platform and most of the alumni on the platform are willing to talk with others (look for the banner on people's profiles - one less barrier to getting a response for what comes next!).
  - b. Also, the more of us who join the network, the more support we can provide to those coming after us - one day you'll be able to provide insight and guidance to a graduate student or postdoc looking to transition into industry.

