



# LINKEDIN NETWORKING TIPS & TRICKS



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# OPENING REMARKS

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- > This training will focus on specific networking tips, tricks, and approaches – not all features of the site, which is a HUGE topic
- > Apologies to beginners, but this tutorial will assume most folks are already on the site and have some basic knowledge of it
- > A recording of the webinar will be made available afterwards by UW PCE for those interested in reviewing the slides
- > You're welcome to submit questions using the webinar Q&A panel, but given time constraints, we may not get to them all
- > The LinkedIn "Help" menu is your friend! Make sure to check there if you have any lingering questions or difficulties

# Why Is This Site Such a Big Deal?

There are 3 key things that make LinkedIn revolutionary:

**It was designed from the outset to facilitate business networking, not social or casual interactions**

**It has attracted over 600 million users, mostly professionals and executives from all over the globe**

**It allows people to generate trusted referrals via the “six degrees of separation” networking concept**



# What's the "degree" thing about?

LinkedIn is all about trusted referrals—letting you network not just with friends (1<sup>st</sup> degree contacts), but also with friends of friends (2<sup>nd</sup> degree) and friends of friends of friends (3<sup>rd</sup> degree)



# Free vs. Premium Accounts

Believe it or not, the vast majority of useful features on LinkedIn are absolutely free – and only serious power users such as sales executives or recruiters usually consider upgrading to a paid subscription.

If you click on the “Try Premium for Free” link on the top right of the screen, however, you can review the various subscription options and what they provide. Again, most of the benefits provided by paid accounts are nice-to-have, but not critical. The only issue that requires at least a **Business** level account to overcome, however, is the “commercial use limit” restriction you can read about [here](#).

The image displays four subscription plan cards for LinkedIn Premium. Each card has a colored header, a title, a subtitle, a list of benefits, and a 'Select plan' button.

Career	Business	Sales	Hiring
Get hired and get ahead	Grow and nurture your network	Unlock sales opportunities	Find and hire talent
<ul style="list-style-type: none"><li>Stand out and get in touch with hiring managers</li><li>See how you compare to other applicants</li><li>Learn new skills to advance your career</li></ul>	<ul style="list-style-type: none"><li>Find and contact the right people</li><li>Promote and grow your business</li><li>Learn new skills to enhance your professional brand</li></ul>	<ul style="list-style-type: none"><li>Find leads and accounts in your target market</li><li>Get real-time insights for warm outreach</li><li>Build trusted relationships with customers and prospects</li></ul>	<ul style="list-style-type: none"><li>Find great candidates, faster</li><li>Contact top talent directly</li><li>Build relationships with prospective hires</li></ul>
Select plan	Select plan	Select plan	Select plan



# Connections: Quality or Quantity?

So is the goal to connect with as many people as possible on LinkedIn—or just the people you know well?

## **The “Quality” Approach**

keeps things more private and will boost your success when asking for referrals, but limits the overall number of people you can reach on the system



## **The “Quantity” Approach**

will give you more visibility and more access to people on the system, but you might get lots of random help requests from people you don't know

# Adding Connections: 3 Options

- 1) Search for people by name using the top search toolbar and invite them; note, this is the only invitation method that allows you to add a **personalized note**, which is often a good idea
- 2) Click on the **My Network** menu on the top toolbar and scroll down to see various sections where LinkedIn's artificial intelligence will suggest people it thinks you might know
- 3) Use the **"Import Contacts"** feature on the bottom left of the **My Network** screen if you're willing to trust LinkedIn with your password; this will show you everybody from your e-mail account on LinkedIn and make it easy to connect with many of them at once

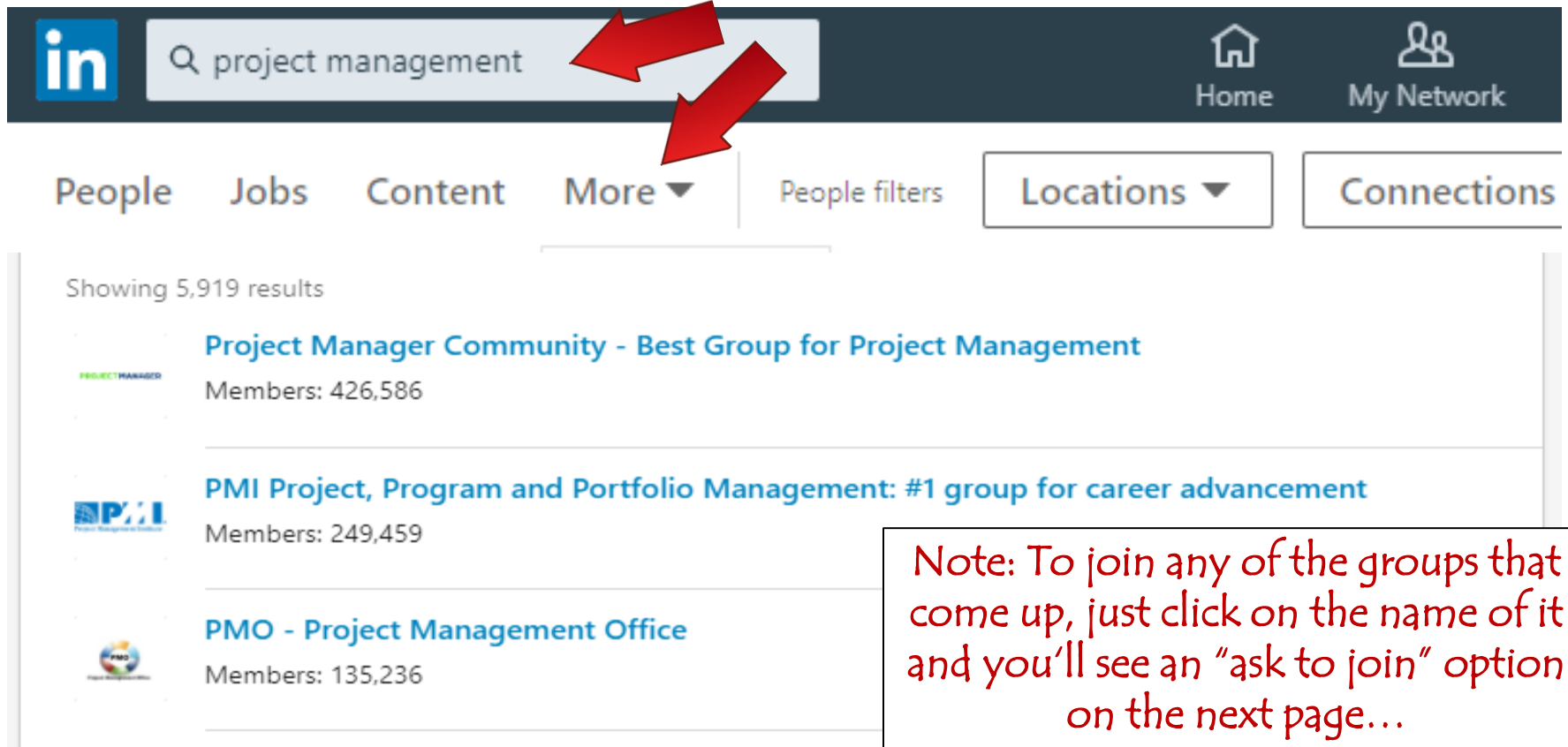
*Tip: If you use method #3, make sure the "check all" box isn't selected before you hit the Invite button; only check the boxes of people you know and trust!*



The screenshot displays the LinkedIn 'My Network' interface. On the left, a sidebar shows 'Your connections' with a count of 137 and a 'See all' link. Below this, it states 'You have more contacts to connect with' and provides a 'Connect' button and 'More options'. The main content area is titled 'No pending invitations' with a 'Manage all' link. Underneath, there's a section 'People you may know' with tabs for 'All', 'Alumni', and 'Coworkers'. Three suggested contacts are shown: Wendy Grover Rebmann (Award-winning Chief Communications Officer), Scott Bailey (Sr. Sales Operations Manager), and Maria Francom (Education manager). Each contact card includes a profile picture, name, title, and a 'Connect' button.

# Joining LinkedIn Groups

LinkedIn Groups are “virtual communities” of people on the system seeking to network around a specific topic. The easiest way to find appropriate groups is to type relevant keywords into the top search bar, then click the “More” menu and “Groups” option.



The screenshot shows the LinkedIn search interface. At the top, the search bar contains the text "project management". Below the search bar, the navigation menu includes "People", "Jobs", "Content", "More", "People filters", "Locations", and "Connections". The "More" menu is expanded, showing a dropdown arrow. Below the navigation, the search results are displayed, showing 5,919 results. The first three results are:

- Project Manager Community - Best Group for Project Management**  
Members: 426,586
- PMI Project, Program and Portfolio Management: #1 group for career advancement**  
Members: 249,459
- PMO - Project Management Office**  
Members: 135,236

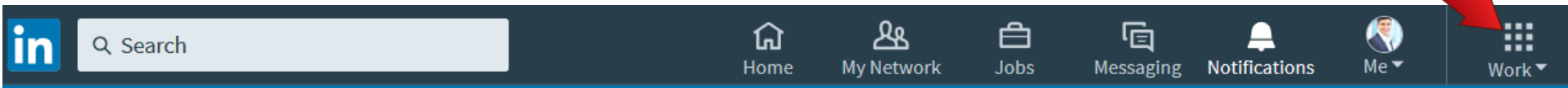
A red box with a black border is overlaid on the bottom right of the screenshot, containing the following text:

*Note: To join any of the groups that come up, just click on the name of it and you'll see an "ask to join" option on the next page...*



# LinkedIn Groups Benefits

Once you've joined a few Groups (the max is 100, but most people tend to join 5-15) you can visit your individual group pages by clicking on the Group option in the "Work" toolbar menu:



Once you visit the Groups page, you'll see a list of all of the groups to which you belong – and can click on them to open the dedicated group page and see all of the content members have shared.

## *The key benefits of belonging to LinkedIn Groups?*

1. Joining Groups increases your ranking in the overall LinkedIn search formula
2. You can post articles/comments on Groups, ask questions, and interact with other professionals in your industry or who have similar interests
3. You can also e-mail up to 15 fellow Group members (total, from all your groups) for free each month; to do this, just click on the "See All" link on the top right of the screen, scroll down to any appropriate member, and click the "message" button next to their name

# Boolean Search Syntax

In order to run precise, powerful searches on LinkedIn, you'll need to learn the rules of "Boolean Syntax"

Essentially, these rules consist of:

- 1) Using AND or OR between your search terms, as appropriate
- 2) Putting quotes around search terms of two words or more
- 3) Inserting a NOT before any term/phrase you want to exclude
- 4) Using parentheses around groups of "OR" terms that go together

Important Note: LinkedIn doesn't allow searches with more than 5 syntax (AND/OR/NOT) terms in them – so if you run a search and it doesn't work, make sure you haven't exceeded 5 syntax terms!

***Now let's move on and discuss 5 specific ways you can network on LinkedIn, using these new boolean search capabilities...***

# #1: Referrals Into a Specific Company

- Run a blank search in the main LinkedIn search box and then hit the “All Filters” box you’ll see show up on the left
- Enter the company you’re targeting in the “Current Company” and/or “Past Companies” boxes depending on your preferences
- Set the “Location” menu to the appropriate city/country if geography matters or the company has offices in many locations
- Run the search and see how many people show up; if it’s only a handful, quickly review them and pick an appropriate person to contact; if you get a huge number, try narrowing things down by:
  - Setting the “Connections” menu to 1<sup>st</sup> and 2<sup>nd</sup> Degree only
  - Entering “Title” box text to find people in a certain department
  - Using the “School” box to find fellow alumni who work there
- Identify at least one suitable person to contact and then either ask a mutual friend to introduce you (preferred) or invite the target person directly and “add a note” with appropriate details, explaining your interest and asking for a few minutes of their time

# #2: Targeting Types of Hiring Managers

- Run a blank search in the main LinkedIn search box and then hit the “All Filters” box you’ll see show up on the left
- Set the “Location” menu to the appropriate city/country you’re targeting in your search – or leave open for the entire U.S.
- Use the “Industry” menu and pick appropriate choices if you’re looking for managers in a specific industry; note that there are 148 industry codes to pick from, not just the top 5 that show up!
- Last but not least, use boolean syntax in the “Title” box to identify the specific type of hiring manager you’re after:
  - e.g. (manager OR director) AND (finance OR financial OR accounting)
  - e.g. (chief OR vice OR VP) AND (technology OR information OR data)
  - e.g. (supervisor OR lead OR manager) AND ("customer service")
- Run the search, see who turns up, and if the number is too big to go through, consider limiting the search to your warm contacts (1<sup>st</sup> and 2<sup>nd</sup> Degree Connections) using the “Connections” menu

# #3: Targeting External Recruiters

- Run a blank search in the main LinkedIn search box and then hit the “All Filters” box you’ll see show up on the left
- Set the “Location” menu to the appropriate city/country you’re targeting in your search – or leave open for the entire U.S.
- Set the “Industry” menu to the “Staffing & Recruiting” option
- Enter the text below into the “Title” box:  
recruiter OR recruiting OR talent OR staffing OR "executive search"
- Run the search, which will turn up thousands of recruiters in all different fields; to narrow it down, enter some suitable text or boolean phrases in the top search bar (above the results) that would likely show up in the profile of the recruiters that fit you  
e.g. "sales recruiting" OR "sales professionals " OR salespeople  
e.g. "data scientists" OR "software engineers" OR "technical recruiting"  
e.g. "executive search" OR CxO OR C-Level OR "senior executives"  
e.g. biotechnology OR "life sciences" OR "medical devices"

# #4: Targeting Internal Recruiters

- Run a blank search in the main LinkedIn search box and then hit the “All Filters” box you’ll see show up on the left
- Set the “Location” menu to the appropriate city/country you’re targeting in your search – or leave open for the entire U.S.
- Set the “Industry” menu to any industry choices (out of the 148 options) that fit the kind of companies you want to target
- Enter the text below into the “Title” box:  
recruiter OR recruiting OR talent OR HR OR "human resources"
- Run the search to see how many results you get; if you need to narrow things down, either search on fewer industry codes, limit the results to 1<sup>st</sup> and 2<sup>nd</sup> Degree contacts only, or exclude certain big companies from the set by adding this text (as an example) to the “Companies” box on the All Filters menu  
e.g. NOT (microsoft OR amazon OR google OR facebook)



# #5: Finding New Employer Targets

- In the main search box on LinkedIn, run a boolean search for a specific industry term or product type, then follow it with an AND term and specific city, state, or country you're targeting:
  - e.g. cloud AND seattle
  - e.g. construction AND seattle
  - e.g. biotechnology AND portland
  - e.g. healthcare AND bellevue
  - e.g. retail AND northwest
  - e.g. manufacturing AND brazil
- Note, for whatever reason, you can't use more than a single industry and location term in these kinds of searches – multiple search terms and parentheses are prevented and won't work
- Run the search and when the results come up, hit the More menu under the top search box and choose the “companies” option
- Review the results, noting that the companies won't always be headquartered in the location you selected, but will all mention your geographical term in their “About” description -- meaning they likely have an office there; unavoidably, you'll also likely get a few false positives (Redmond, OR vs. Redmond, WA)

# Additional Tips (if time permits!)

- Try searching for people who specifically say that they're in hiring mode by entering the phrase below in the main search box and then setting the Location menu, once the results come up.  
"we're hiring" OR "now hiring" OR "actively hiring" OR "interested in working" OR "actively recruiting"
- Use the "Connections Of" filter in the All Filters box, along with other filters like Title and Industry, to target the network of a specific person you know whom you think would be willing to help you but doesn't quite know how; once you identify somebody appropriate they know, ask them for an introduction!
- Try to gain traction into specific organizations by running a search on an employer's name (e.g. Expedia) in the main search box, then change the menu underneath to the More, Content option; see what postings mention the firm and then try engaging the person who wrote the posts for help/advice; most people who post are often extroverted and willing to assist to some degree

FINAL QUESTIONS?