

# Building your LinkedIn network

## MD Social Media Training



### Lesson 2

#### Social Media Toolkit

##### Search for new connections

- Main search bar
- Use the advanced people search
- Search by company

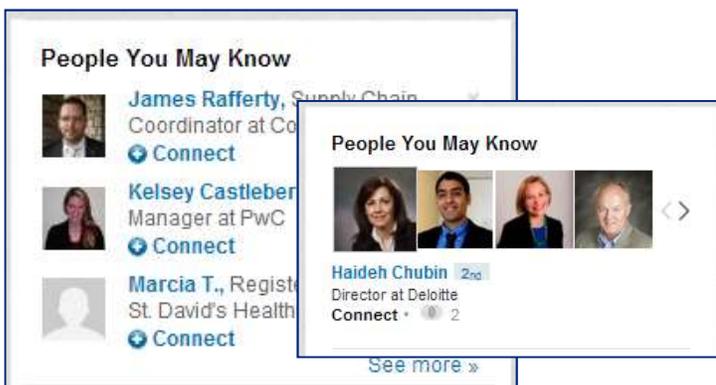


##### People also searched for

- On individual profiles, LinkedIn will also share with you similar users that you might want to connect with

##### “People you may know” suggestion box

- Each page on LinkedIn suggests people you may know
- Review each time you log in

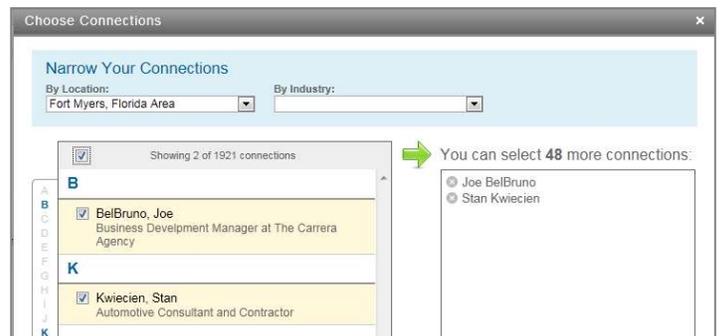


##### Import new followers from your email

- Click on “Network” then “Add Connections”
- Select your e-mail service and connect your account to Twitter. Note, LinkedIn allows you to connect Outlook
- Search your address book for connections

##### Using InMail

- Compose email messages to targeted contacts to:
  - Congratulate them on a promotion and suggest connecting for coffee
  - Solicit candidates for job openings
  - Ask for help or information about a specific topic, company, or location
  - Let people in a city know you will be visiting



##### Follow Accounts and Competitors

- Search for and follow your accounts and their competitors on LinkedIn in order to stay ahead of the latest news and updates

##### See Who Has Viewed Your Profile

- Acknowledge that you noticed they viewed your profile
- Offer something of value to make a connection



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#### Leading example

#### Ajit Kambil, Global Research Director for CFO Program

Ajit has employed a strategy to ensuring that the connections he makes are worthwhile. Before agreeing to connect with someone, he does his homework: Carefully reading their LinkedIn profiles and doing a further search on Google for these individuals, all the while asking himself, "What value will I get out of connecting with this individual?"

By carefully cultivating his network, he has made strides to increase his connection count while ensuring that those in his network are quality connections.



#### Lesson Checklist

- Add 10 new connections to your network
- If you haven't yet reached 500 connections, make a plan to reach that target
- Review "People you may know" each time you log in
- Connect your email address book and see who you know on LinkedIn
- Make time to read about a client and a competitor on their company page



#### Pro Tip

- Be sure you customize your outreach message to make a personal connection. Taking this extra step will not only help remind your connection why they should connect, but it will also further build your relationship.

#### Include a personal note: (optional)

Add something personal here - where you met, why you want to connect.....  
- Ami Chitwood