

## YOUR LINKEDIN NETWORKING PLAYBOOK

*This guide is designed to help students make the most of LinkedIn for networking and career development. Whether you're looking to explore job opportunities, request informational interviews, or simply enhance your professional profile, this document provides actionable strategies to boost your LinkedIn presence and facilitate meaningful connections.*

### Leverage Your Current Connections

Most students have more connections to companies of interest than they realize. LinkedIn helps you track where people in your network work and who might connect you to your target companies.

### Build Your Network

Connect with past and current coworkers, classmates, friends, and family. A broader network increases your reach to “second connections,” or friend of a friend. When sending connection requests, always include a personal note, reminding the person where you met.

### Use the LinkedIn Alumni Feature

Find UMass Boston alumni by using this [LinkedIn Alumni feature](#). Narrow your search by graduation year to target recent or seasoned alumni. [BEACONconnect](#) is another great resource for finding alumni.

### Join Relevant Groups:

Joining groups allows you to message members for free. Search for industry-specific groups or find the groups someone belongs to by scrolling to the bottom of their profile under “Interests.” Once you identify someone you’d like to contact, search for them within the group and request an informational interview

### Identify Employees at Companies of Interest


Use the search bar to find people working at your target companies. Filter your results by using “All Filters” to see how you might be connected. If someone’s name doesn’t appear, Google their headline within quotes to find their profile.

### Explore Employer Pages

Visit employer pages to set job alerts and learn more about employees. Use the “People” tab on the left side to explore like the Alumni feature.

### Beyond LinkedIn

You don’t need a Premium account to connect. Once you find someone with your dream job, reach out via email or LinkedIn message to request an informational interview. Ways to find their contact information include:

1. Checking their profile for an email address or portfolio link.
2. Sending a message through a mutual LinkedIn group.
3. Contacting those with a paid LinkedIn account (indicated by this icon: ).
4. Looking at their resume, if available, for contact details.
5. Using Hunter.IO to determine company email patterns.
6. Requesting an introduction from a mutual connection.