

# HOW TO GROW YOUR NETWORK & LINKEDIN CONNECTIONS

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Once you have an optimized and complete LinkedIn profile, you can start to build your network to proactively take control of your job search and/or professional reputation online. For more information on optimizing your profile for relevant searches:

<https://www.dsprocoaching.com/linkedin>

A larger network and active use of your profile is key to opening more opportunities, helping you stay top of mind, and positioning you as a credible professional in your field.

Hint: Click the links throughout this guide for more information.

# To Grow Your Network:

1. Start by clicking on the “My Network” tab and hit “Add Contacts” to import a list of everyone in your e-mail that has a LinkedIn profile.

<https://www.linkedin.com/help/linkedin/answer/50177?hightopic=feed>

2. Look up and invite all current and former colleagues, clients, vendors, partners, fellow volunteers/board members, or anyone else you’ve worked with in some professional capacity.

3. To find fellow college alumni, click on the college logo that is attached to your profile to search anyone you either know personally or who is in your industry or ideal role.

<https://www.linkedin.com/help/linkedin/answer/16639?hightopic=feed>

4. Directly after you meet people in business, social, or volunteer settings, invite them to connect so you can easily stay in touch and start to form a professional relationship.

5. Look for groups to follow and interact with that align with your work or your

professional interests. When people interact or engage, you can follow up with a connection request.

<https://www.linkedin.com/help/linkedin/answer/186?hightopic=feed>

Bonus: Having a group in common with searchers affects the algorithm. In some cases, it even allows you to message group members without being directly connected. Some of the largest groups that can help your search results include:

<https://www.linkedin.com/groups/3044917/>

<https://www.linkedin.com/groups/138801/>

<https://www.linkedin.com/groups/66325/>

<https://www.linkedin.com/groups/42370/>

6. Regularly review LinkedIn’s suggested connections, as it is always changing as you build your network.

<https://www.linkedin.com/help/linkedin/answer/29?hightopic=feed>

7. If you are making a career or industry change, search connections by industry, job title, and company. It will filter results by shared connections and shared group memberships.

## Bonus Tip #1

When you send a connection request, personalize it in some way. How did you meet? How do you know them? Why do you want to connect? Personalizing cold connection requests increase the chance they will accept.

FYI, you can now personalize connection requests in the mobile app as well.

<https://www.linkedin.com/help/linkedin/answer/46662?hightopic=groups>

## Bonus Tip #2

It’s a great idea to message new connections to say thank you and ask them how they are (if you know them) or let them know how great it is to meet them (if you don’t know them). This helps you start conversations and engage with your connections more personally.