

LINKEDIN BEST PRACTICES FOR CONNECTING WITH INDIVIDUALS

DO'S:

Always include a personalized note with your invitation.

Always check your spelling and grammar.

Be specific on WHY you want to connect with them.

Always respond to a new connection with a thank you and take the initiative to connect further.

Provide 2-3 times frames for a conversation to avoid going back and forth.

Provide preferred contact information (via phone, email, Zoom, etc.).

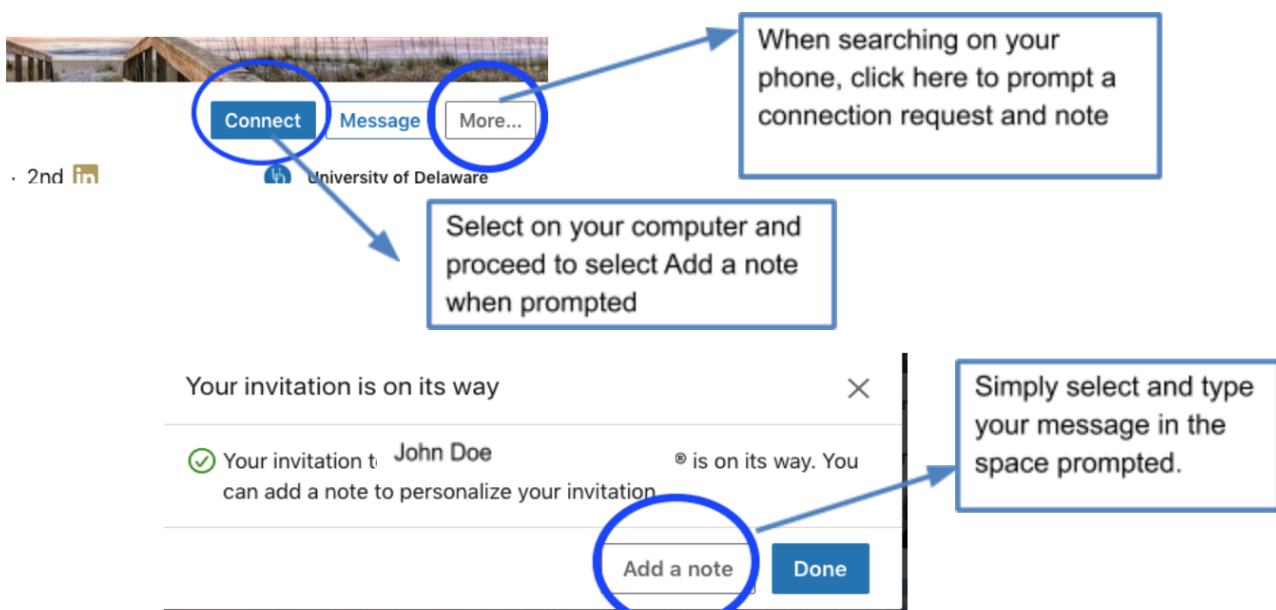
DON'TS:

Use inappropriate language.

Use an inappropriate email address for communications

LINKEDIN GUIDELINES:

Unless you have a LinkedIn Premium account with InMail credits, your personalized connections notes must be 300 characters or less. Whether connecting from your computer or your smartphone, the option to add a note is always available. You just need to recognize the features.



PERSONAL TEMPLATES FOR CONSIDERATION:

WHEN YOU HAVE NO MUTUAL CONNECTIONS:

Hello John,

As I look to expand my network with like minded individuals, I look forward to connecting and sharing my knowledge and experiences with you and gaining from yours. As a continual learner, I look forward to seeing your posts/comments in my feed.

Best,

Tom

WHEN YOU HAVE MULTIPLE CONNECTIONS:

Hello John,

I notice we have many trusted mutual connections. As a continual learner, I look forward to connecting and reading your insightful posts/ comments in my feed. I look forward to sharing ideas.

Best,

Tom

WHEN YOU ARE INTERESTED IN THE SAME REGION WITH NO CONNECTIONS:

Hello John,

As I look to expand my network with likeminded individuals in the DC area, I look forward to connecting and sharing my knowledge and experiences with you and gain from yours. As a continual learner, I look forward to seeing your posts/comments in my feed.

Best,

Tom

WHEN YOU ARE INTERESTED IN THE TITLE ROLE:

Hello John,

As I look to expand my network with likeminded individuals, I look forward to connecting and sharing my knowledge and experiences with you and gain from yours. As a continual learner, I look forward to learning more about your role as XXXX and the impact on others.

Best,

Tom

WHEN YOU ARE INTERESTED IN THE ORGANIZATION:

Hello John,

As I look to expand my network with likeminded individuals, I look forward to connecting and sharing my knowledge and experiences with you and gain from yours. As a continual learner, I look forward to learning more about XXX. I appreciate the company values, especially xxx.

Best,

Tom

WHEN YOU ARE MEMBERS OF A GROUP:

Hello John,

I notice you are a contributing member of Harvard Business Review and I look forward to connecting. As a continual learner, I value the group because of the knowledge and experience sharing. Looking forward to learning from your comments/posts.

Best,

Tom

FRIENDLY REMINDER:

FIRST IMPRESSIONS ARE IMPORTANT, EVEN IF IT'S A LINKEDIN REQUEST.

Double check your message for any errors and that your tone is professional but polite. LinkedIn is not like other social media platforms -- connections that you make on here can lead to your next career just through one connection request.