Connecting Through LinkedIn: Finding Contacts, Researching Organizations

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Key points
1. Get the inside scoop - Talk with someone at the org. before applying for the job

2. Always try to get introduced and remember, alumni want to help students and other alumni

3. Be personal, genuine, and offer to help others

Notes
Researching Organizations:
- Always talk with someone who has worked at the organization before applying or at least before interviewing for a job – get the inside scoop (keep it open, not just applying for a job - or at least have this be lower in the list, not #1)
- Follow the organization on LinkedIn
- Look for alumni at the organization
- See where people worked prior to joining the organization and where they go next

Expanding your Network: What networking strategies have worked for you?
- Advanced people search – by location, industry, keyword, company/employer, grad school (e.g. Corporate Social Responsibility OR National Basketball Association, Nike)
- Identifying alumni – for informational interviews or career ideas (simply review alumni profiles - perfect for introverts)
- Geographic search for alumni: Cornell alumni list (example, creative careers in San Francisco)
- Considering graduate school? See what graduates of the program are doing

Tips and Etiquette for Making Connections: What roadblocks have you run into?
- Get introduced. Find a mutual connection, knowing you might have to go through more than one person sometimes.
- Identify a mutual interest (Cornell club or major affiliation, strong interest in helping a particular population).
- Write a personal note, rather than using the template, unless it's someone you know very well - a common pet peeve (Don't allow LinkedIn to email/connect with everyone in your address book – there is no opportunity to revise the template or unselect people)
- What if you invite someone to connect and they don't accept? Use an alternative route and try again later. They could be busy, not checking their account, or not interested in connecting with people they don't know.
- Introvert? LinkedIn is a great tool for researching options and career paths
● Join groups to stay informed and participate in the conversation (e.g. Cornell, college, Ivylife, industry, field; see what groups your mentors or others are in)
● Once you make a connection, offer to help in any way you can (you never know what this might be)
● Don’t forget the THANK YOU! Thank both the people who took the time to share their stories and offer advice as well as those who helped connect you with these people. Tell each person how they helped impact your career planning.

This document available at [http://tinyurl.com/ConnectLI](http://tinyurl.com/ConnectLI)