

Using LinkedIn

Build Your Network

Who should I be networking with?

Clemson alumni, companies you're interested in, classmates, people who work in your future field, etc.

Be sure to mine Clemson's alumni base. Go to the Clemson University home page and click Alumni. Filter based on location, companies, professions, etc.

When should I be networking?

It is never too early to start connecting with others.

Connecting vs. Following

Connecting is two-way communication. Send an invitation to connect. It will be either accepted or declined

Following is one-way communication - not a mutual connection.

Example: Follow Clemson University on LinkedIn to keep informed on the latest posts by the University

Personalize Your Connection Message

Don't use the default LinkedIn invite. Create your own message explaining who you are and why you are interested in connecting. This makes the interaction more personable and is more likely to end in a connection.

What Should I Post?

Showcase what you have been doing in your professional and academic worlds.

Ideas for academic posting: Dean's or President's List, graduation, projects you are proud of, new positions in clubs/organizations, etc.

Ideas for professional posting: New employment, job opportunities at your company, promotions, etc.

Join Groups

Groups give people with common interests a place to share insights, experiences and to connect privately

How do I join a group? Search a keyword or organization. The results will state whether it is a person or group. Many groups have admins that will filter through requests.

What do I post in groups? Ask for advice or share insights about the group's topic. You can also join and just follow the group with minimal interaction.

Download the App

Downloading the app is the most convenient way to use LinkedIn. This gives you a networking source at your fingertips!

Powers College of Business Affiliated LinkedIn Accounts:

- Wilbur O. and Ann Powers College of Business
- Clemson Business Mentoring
- Office of Career and Global Engagement