Using LinkedIn

**Networking**

Who should I be networking with?
Clemson alumni, companies that you are interested in, classmates, people who work in your future field, etc.

When should I be networking?
It is never too early to start connecting with others. There is no commitment or responsibility while trying to connect.

Connecting vs. Following

Connecting: Two way communication
One person sends an invite to connect, that can be either accepted or declined

Following: One way communication
This is not a mutual connection.
Example: Following Clemson University on LinkedIn to keep up with information posted by the University

**What Should I be Posting?**

Showcase what you have been doing in your professional and academic world

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 a common interest a place to share insights, experiences and connect privately

How do I join a group? Search a key word 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? You are able to ask advice or share insights about the group's topic. You can also join and decide to just follow the group with minimal interaction.

**Personalize your Connection Message**

When connecting with a person you may not know, send a 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.

Download the App

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

Learn more here