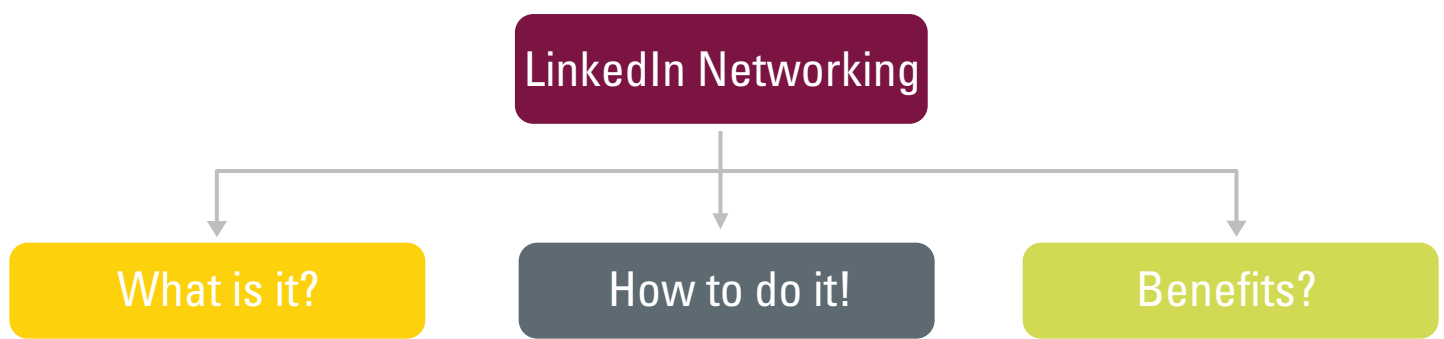


# How to Connect on LinkedIn

Networking online is a key aspect of a successful job search. This may come in the form of email writing, cold calling or most importantly networking on LinkedIn. Below are steps which will answer the following: What is “connecting” on LinkedIn? How to do it? And, will this increase my chances of getting hired?



## What is “connecting” on LinkedIn?

It is the process of reaching out to recruiters and other professionals to gain further knowledge about companies, to expand your network, and increase your chances of securing your first/next co-op or full-time job. When attending networking events or applying to jobs, you are just 1 student out of 100's who are seeking a co-op. What will help you stand out against others? Networking on LinkedIn!

## How to do it?

- ✔ Before attending any networking event or applying for a job posting, research who your audience is! Generally, for networking events Recruiters and Employees are your audience. Typically, a list of employers attending can be found on OSCARplus prior to the event.
- ✔ Search for these individuals on LinkedIn, but don't just connect, always add a note with your request. The note will look different for Recruiters and Employees. Be sure to connect and send a note within 24 hours of attending events. As for general job searching, connect with recruiters/employees from companies you are interested in or have already applied to.

Employee Note	Hiring Manager Note
Dear Employee Name,  I am a [program name and year] student at McMaster University with a keen interest in full-stack development. I'd like to connect to discuss your experiences at [Company Name] , and was wondering if you could answer some questions?  Thank you,	Dear Hiring Managers Name,  I am a [program name and year] student at McMaster University with 8 months of previous full-stack development experience using python. I'd like to connect to discuss potential co-op opportunities at [Company Name]  Thank you, Your Full Name

- ✔ Once you receive a response from your new contact, use this opportunity to ask valuable questions that are specific to the individual and the company. Check out the “How to Request an Informational Interview” resource on the Fireball Academy to learn more.

## How will this give me edge over others?

This method of networking will help you to increase your chances of becoming visible to the employer and build your personal network. When you attend an event the employer is at, or apply to a job at their company, they will remember that you reached out to them on LinkedIn. Noticing your passion for the company prior to the event they may consider you over someone who did not network. This is the same process to follow when applying for job postings. This process is not set and stone, and won't always warrant the results you were hoping for. However, with consistent effort and determination it can open many doors.