



# OYO<sup>1</sup>: ALUMNI NETWORKING WITH LINKEDIN

Your LinkedIn profile is ready. Now what?

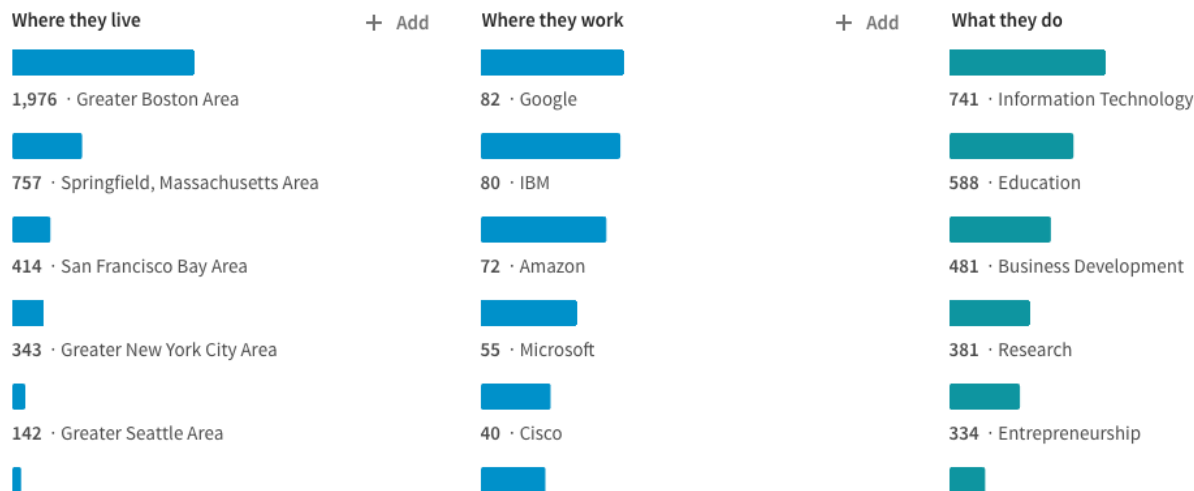
## 1 | Use alumni insights to explore your network.



Career insights of 161,930 alumni

Filter on your major, skills, and desired geography to find companies and potential alumni connections. Read profiles and company pages to decide which are most promising.

**EXTRA TIP:** Keep a log of target companies & contacts, including status and notes from research and any interactions.



## 2 | Request an informational interview.

LinkedIn makes it easy to connect with alumni who might be willing and able to help. Don't forget to "Add a note" to send a personal message. Then use Messaging to introduce yourself, note the alumni connection, and make a specific request (e.g., propose a short call).

**EXTRA TIP:** Assume they are busy – aim to set up a call in one exchange by suggesting a time window and requesting their preferred phone #.

## 3 | Use LinkedIn to prepare for the conversation.

Read their profile to find more personal connections. Do you share a connection, skill, or volunteer passion? Go to their company pages. Study content they have posted. See what companies and groups they follow. The more you know, the better questions you can ask and the better rapport you can build.

**EXTRA TIP:** Always remember to send a short, thoughtful thank you note the same day.

<sup>1</sup> On-your-own "OYO" resources help you begin to find answers to your questions now.

For more information or other career-related questions, contact our **CICS Careers** team.

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