

How to Expand your network on LinkedIn

You have a LinkedIn profile but don't know what to do with it. Out of the many features LinkedIn has, one unique one is "connecting". It is the option to make a connection with another user in order to expand your network. Here are the 2 major benefits of reaching 500+ connections on LinkedIn:

1. Audience: The most important thing is your audience. When you share, comment or like a post, all of your connections will also see that post. This means your outreach is higher, and if one of your connections likes your post then all of their connections will also view your post. Hence this is a domino effect, and should be utilized to display your accomplishments and experiences.

2. Opportunity: When you have 500+ connections, this will increase the opportunities that you come across. More individuals will view your profile, and some of them might be HR Managers who may be interested in interviewing you. However, if you are not active on LinkedIn then you might be missing out on the benefits of the hidden job market. Below are a few ways to expand your network on LinkedIn:

 The first and the most obvious way is to connect with someone on their profile. However, if you want to make this connection a bit more professional and meaningful, check out the "How to Connect on LinkedIn" document for further details.

 Expanding your network does not only have to be done through connecting, it can also be done through liking, sharing, commenting, and posting. When you like, share or comment, everyone currently in your network will see that post. This will show your network and other individuals outside of your network that you have an interest in these areas. Which will in-turn make your profile visible and more individuals will start to see your activity and your areas of interest. This process can help employers see what type of an individual you are and what areas you have a keen interest in.

The most important factor out of these is posting your own content. However, this is not your typical social media post, this type of posting is done in a professional manner. For example: If you and your friends are working on a side project where you are developing a robot that is programmed using Python. Then you would post progress pictures of the project and in the description you could say the following.

Example: Over the past month my friends (Tag your friends) and I worked on a robot that could pick up garbage, recycling and compost by using a web camera. The project was a blast and I learned a lot about Python and Artificial Intelligence. Programming has been a keen interest of mine since the start and I look forward to explore this area further. #Engineering #Teamwork #Python #McMaster #ArtificialIntelligence
(Attach Pictures)

Again, this is an example for you to follow, and it is important to remember that there is no perfect way to post. That being said let your personality speak, and post content you are passionate about.