

AVS CONSULTING STRATEGIES

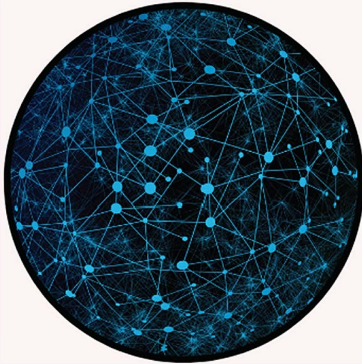
# *Networking on LinkedIn*

AN INTRODUCTION



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# NETWORKING



Networking is an integral part of being a professional. If you have not yet considered LinkedIn, let this be your sign to get set up. Networking is defined as, "the action or process of interacting with others to exchange information and develop professional or social contacts". LinkedIn can provide many benefits if navigated properly. Have a look and get started on your networking journey!

1

## **BUILD YOUR NETWORK.**

When adding people to your network, ask yourself, can this person bring me value, and can I bring this person value? Are they connected to individuals who can bring me closer to my goal?

2

## **MAKING A CONNECTION.**

Send a personal message to someone you'd like to connect with. Starting with something like, "Hey, I saw this amazing article you wrote. I'd love to be added into your network" ... be genuine and honest, you are proving that you have looked into them, supported them, and liked their content.

3

## **WHO DO YOU KNOW?**

Based on your profile and job history, there will be suggested people for you to connect with. These are most likely contacts you already have a relationship with. Add them to your network!

# HOW TO INTERACT THE RIGHT WAY.

**01**

Like, comment, and share what interests you. Tag someone in what you post. It will increase your views.

**02**

Join specialized groups within your industry and engage. Get to know people, and join events.

**03**

Use Canva or similar app to make a social media graphic with content related to your field of expertise.

**04**

Use hashtags that LinkedIn has and your post can be chosen by LinkedIn to be shown to all of LinkedIn.

**05**

Post photos and videos to share your expertise. Your image dictates impressions.

**06**

Interact with people who interact with your posts. This gets your post traction.

# LINKEDIN CHECKLIST

## **INTERACT MULTIPLE TIMES A WEEK.**

You may not have the answer to every aspect of your career field, but, read and research while on LinkedIn. From there you can like posts, comment, and even share others creators' posts. The goal is to get comfortable using the platform and interact with others.

## **QUOTES ARE A GREAT WAY TO BEGIN CONTENT CREATION.**

If you are content shy, begin with a quote. It doesn't have to be deep, it can be simple and short. The quote can also be something relevant to your industry, from an industry leader, or even something motivational. You must start somewhere, start with a quote!

## **YOUR PROFILE IS CRITICAL.**

How you word your experience is important. How you set up the words directly under your photo is significant. Choose a professional picture to use. Create a banner for your profile. Personalize your LinkedIn link. Ensure that creator mode is on so that others who are not in your network can see your content.

## **REACH OUT TO OTHERS FOR HELP.**

If you are looking for a job, a mentor, or a connection with someone in your field, reach out in messages and explain what you are looking for. Don't make your first interaction a request, but know that people want to help. This is a community of people who support each other.