

A Beginner's Guide to LinkedIn & Online Networking in General

Ayeh Bandeh-Ahmadi

ayeh@ugcs.caltech.edu

Caltech Alumni Association

Getting Started

- Create a LinkedIn Profile
- Who to Connect With
- Join LinkedIn Groups, like Caltech CAA

→ Maintain an active online presence

Who Should I Connect With?

- Co-workers (past/present, superiors/mentees)
- Classmates (past, present, HS/College/Grad)
- Other people you interact(ed) with:
 - Co-volunteers
 - Churchmates
 - Shared hobbies (sports, clubs, music groups)
 - Anyone who gives you a business card
- Other people who interest you
 - Alums you share a school/organization with*
 - Someone you saw give a talk (say, us, for example)*
 - Anyone you want*

Getting Started

- Create a LinkedIn Profile
- Who to Connect With
- Join LinkedIn Groups, like Caltech CAA

→ Maintain an active online presence

How to Use LinkedIn to Find a Job

- Participate in Groups
- Identify Interesting Career Paths
- Reach out to people you don't know
- Setting up Informationals/Offline interaction
- Stay active even when you're not looking!

Identifying Career Paths on LinkedIn

Search LinkedIn for:

- Your Current Job Title
- The Job Title You Want
- Your major
- A skill you have
- A skill or field you want to learn/enter

→ Check out the profiles that come up

→ Check out the companies associated with those

→ Repeat to develop a sense of the career landscape:

- What paths, company cultures, jobs are out there
- Which ones pique your interest

→ Reach Out & Set Up Informationals

Sample Reach Out

Burton Lee PhD MBA

to Ayeh

LinkedIn

Ayeh,

Hello Ayeh, came across your most interesting profile via AC Charania...I was not aware that YouNoodle had morphed into Quid...know a few folks at YN via the Stanford connection...I share similar interests with you in network theory I think.

I'd like to add you to my professional network on LinkedIn. Care to connect?

-Burton Lee PhD MBA
Stanford Engineering School



Burton Lee PhD MBA

Invited Speaker, Judge, Chairman, Expert Testimony at Finance, Industry, Entrepreneurship, Innovation and Academic Conferences; Business Plan Competitions
San Francisco Bay Area

Confirm that you know Burton



Tips for Reach Outs

- **Mention what made you reach out and contact the person**
 - Do you have a common interest?
 - The company they work for
 - A person you know in common
 - How did you find them?
- **Be specific about how this person can help you.**
 - Would you like to connect on LinkedIn?
 - Are you asking them to suggest people, groups or companies you might talk to?
 - Is there something else you'd like their advice on?
- **Don't expect a response from every email you send.**
 - People get busy with deadlines and emails sometimes get lost in inboxes. Don't take it personally.

Sample Reach Outs & Informational Requests

LinkedIn

Hi Ayeh! Your work looks very interesting. I was wondering if you would like to connect on linked-in?

LinkedIn

Hello Ayeh,

My name is Jason and I was given your contact information by Karen Carlson at the Caltech Alumni Association. I am currently a postdoc in chemistry at Caltech, and I am interested in analysis/consulting/policy jobs. One of the organizations I'm looking at is IDA. Would you be available to have a phone informational interview? I would be happy to speak with you at a time of your convenience. Thank you again.

Asking Someone to Facilitate a Connection

LinkedIn

Hey Ayeh,

I was wondering how well you know Brian Chesky. I'm starting to look for jobs, and Airbnb has an operations analyst position, which is something I'm very much interested in, so I was wondering if you could possibly facilitate an introduction. If you're not comfortable doing so for any reason, please feel free to completely disregard the request.

Asking for Advice

LinkedIn

Dear Vikram,

I'm a junior at Caltech studying computer science with research experience in texture recognition algorithms and text mining. I've been reading online about some of your work at Microsoft Research and am particularly interested in the machine translation work that you do. I wonder if you could tell me more about projects that are ongoing in this area and whether there are any internships that I might apply for. In case it is helpful, I've attached a copy of my resume to this email.



Tips for Informational Reach Outs

- **Try to be specific as possible.**
 - If you can name specific talks, papers, professors, or aspects of the person's work that made you want to try and connect with this person, it helps. People are more likely to respond if they feel like their specific expertise will help.
- **Be specific about how this person can help you.**
 - Give them a sense of what they should expect the conversation would be like if they do follow up. For instance, you could let them know you're interested in learning more about projects in this field, skills companies are looking for, what day to day work is like, what the culture is like, do you have any papers or research you suggest looking at, etc.
- **Mention a couple phrases that characterize/summarize some of your skills or background.**
 - Don't give an abstract, just tell enough to pique the person's interest. Being able to briefly characterize your work shows maturity. It's even better if you're able to pick phrases that show you understand what skills are relevant for the problems/projects they are trying to solve. If you're not able to do that at this stage, that's ok.
- **Keep the overall email brief.**
 - Busy people are more likely to read and respond this way. The purpose of the email is to catch someone's interest, not to bombard the person with every single relevant thing you've ever done.
- **Mentioning a couple of details about your contact's work**
 - This shows that you've done your research and are genuinely interested. Companies like problem solvers and independent thinkers, so if you have a relevant specific task/problem that you'd like to work on, do mention it.
- **Don't expect a response from every email you send.**
 - People get busy with deadlines or personal situations and emails sometimes get lost in inboxes. We all know what that's like. Don't take it personally. The key is to reach out to enough people that you get some responses.

Stay active even when you're not looking!

LinkedIn

RE: Invitation to connect on LinkedIn

[Peter Tong](#) President, IpVenture Inc.

To: Ayeh Bandeh Ahmadi

Date: January 19, 2011

Glad to be connected, Ayeh. If you visit Silicon Valley, let's get together. What is your contact info and what have you been working on lately? Peter

On 01/16/11 7:39 AM, Ayeh Bandeh Ahmadi wrote:

Peter,

I'd like to add you to my professional network on LinkedIn.

- Ayeh

How to Use LinkedIn to Find a Job

- Participate in Groups
- Identify Interesting Career Paths
- Reach out to people you don't know
- Setting up Informationals/Offline interaction
- Stay active even when you're not looking!
 - Take an interest in your contacts
 - Ask them about their work
 - Share links you think may interest them
 - Connect them with people they might like to meet

backup

Sample Reach Outs & Informational Requests

LinkedIn

Hi Ayeh! Your work looks very interesting. I was wondering if you would like to connect on linked-in?

LinkedIn

Hello Ayeh,

My name is Jason and I was given your contact information by Karen Carlson at the Caltech Alumni Association. I am currently a postdoc in chemistry at Caltech, and I am interested in analysis/consulting/policy jobs. One of the organizations I'm looking at is IDA. Would you be available to have a phone informational interview? I would be happy to speak with you at a time of your convenience. Thank you again.

LinkedIn

Dear Vikram,

I'm a junior at Caltech studying computer science with research experience in texture recognition algorithms and text mining. I've been reading online about some of your work at Microsoft Research and am particularly interested in the machine translation work that you do. I wonder if you could tell me more about projects that are ongoing in this area and whether there are any internships that I might apply for. In case it is helpful, I've attached a copy of my resume to this email.

LinkedIn

Hey Ayeh,

I was wondering how well you know Brian Chesky. I'm starting to look for jobs, and Airbnb has an operations analyst position, which is something I'm very much interested in, so I was wondering if you could possibly facilitate an introduction. If you're not comfortable doing so for any reason, please feel free to completely disregard the request.