

## • ON LINKEDIN

Networking on LinkedIn helps nurses in their job searches and professional development. Check out these quick tips to build your network on the platform, and consult LinkedIn Help for detailed instructions.



# IMPORT YOUR CONTACTS

To jumpstart your network, sync your contacts from your smartphone or email. You can edit or delete contacts within LinkedIn to create an appropriate list of professional contacts.

### **PERSONALIZE** CONNECTION REQUES

Always customize a request to connect with someone on LinkedIn. It adds a personal touch that prompts more engagement than a canned or default message.



### ACCEPT CONNECTION REQUESTS

Respond to connection requests in your email soon after you receive them. LinkedIn will automatically alert you to people you may know.

Don't be afraid to accept requests beyond your immediate circle of contacts. You can always remove, block, or report a connection. But be strategic; don't accept connection requests just to have more connections.



# NDORSED

contacts who really deserve your praise. They'll likely return the favor and endorse your skills. But don't be afraid to reach out to ask for endorsements, as well. Periodically review the endorsements you've received, and hide those that are not

### **ASK FOR RECOMMENDATIONS** Don't be shy! Reach out and ask for recommendations from current and former

colleagues, classmates, and professors. Don't forget people with whom you've to you through volunteer activities.





**COMMENTS** 

O CONTENT Show thought leadership by adding comments to the content you share. Comments will encourage interaction within your network and make your profile more visible. Keep it professional, and proofread before you post!

other interesting material. Start by sharing something from your LinkedIn feed, then move on to material you've located (or published!) on your own. Remember, LinkedIn is not Facebook. Keep the content you share relevant and professional.

Take an active role within your network by sharing articles, clinical news and studies, and





### FOLLOW INFLUENCERS Click the Follow button on influential people or organizations that have relevance to your career and professional goals. You'll gain more content in your feed that you can comment on and share, which in turn encourages interaction and

builds your network further.

## Be a dynamic participant. and make it a point to respond

to the personal messages you receive. Avoid the bad habit of simply liking a post or comment. Say something or send a personal note. Update your profile as frequently as changes occur.

Let your network know when you've changed jobs, received

a promotion, finished your degree, or started a new volunteer activity.



### BEAN **EMPLOYEE** ADVOCATE Spread the love by showing your support for your current on your employer's (or

employer. Share and comment school's) content, and note when something new and exciting is happening at your place of work. LinkedIn says 86% of

employees who advocate for their organizations in these ways gain positive effects in their own careers.