

## How to Leverage Tools in LinkedIn

### Find Alumni

**Why It's Important:** You can explore and learn about careers and companies you have never heard of. Connecting with alumni will help you expand your network, and you can conduct informational interviews to learn more about their career path and industry expertise.

#### HOW TO:

1. Use the Search bar to find Harvey Mudd College.
2. Click See Alumni.
3. Filter by company, function, major, class year or title.
4. Review profiles and send connection requests. Be sure to include a small introduction if you reach out for the first time.

### Find Recruiters

**Why It's Important:** Recruiters post tips and resources that will increase your chances of getting hired. Populate your news feed with relevant content by following recruiters in your target industry. After you apply for a job, connect with a recruiter for that company to get your application to the top of the pile.

#### HOW TO:

1. Using the Search Bar, type “recruiter,” “university recruiter” or “talent acquisition.”
2. Filter your search by Company and Location.
3. Follow the recruiter to stay on top of relevant information.
4. Connect with the recruiter after you apply to a position. Be sure to add a note.

### Jobs & Internship Opportunities

**Why It's Important:** 95% of companies use LinkedIn as their primary recruiting tool. When you use the LinkedIn Job Board to look for opportunities, you can see how you match up to the qualifications listed. Recruiters can also see everyone who has viewed their posting. Edit your Career Interests to receive tailored job recommendations.

#### HOW TO:

1. Click on the Jobs tab at the top.
2. Filter by keyword, experience level, company and posting date.
3. Apply to jobs you are interested in using the information in your profile or save jobs you want to come back to.

### Find More Resources at LinkedIn for Students

[university.linkedin.com/linkedin-for-students](https://university.linkedin.com/linkedin-for-students)

Access additional information and resources to help you maximize your presence on LinkedIn. Resources include:

- The Student Job Hunting Handbook
- Profile Checklist: College Students
- Build Your Professional Brand
- Tailoring Your Profile to Your Goals
- How to Effectively Communicate on LinkedIn
- Networking on LinkedIn



## Guidelines for Sending LinkedIn Invitations and Messages

### Personalize Invitations to Connect

When sending a connection request, never use the default LinkedIn generic message, “I’d like to add you to my professional network.” Personalize each request.

### Message Title

Keep in mind how you know this person and why you are reaching out to them. With this information, craft a subject line that is unique and will capture the attention of the reader. For example, using “Fellow Mudder Interested in Data Science” or “Fellow Mudder Seeking Advice” instead of “Connect?”

### Salutations

Include a salutation; if you are on a first-name basis with the person, you can use their first name. Otherwise, use their first and last name (e.g., Dear Maria Mudd). If the person has a title like Dr. or Rev., you can use that before their name.

### Introduction

Begin by introducing yourself if you do not already know the person.

### Why You Would Like to Connect

Explain why you want to be connected with the person; perhaps you read an interesting article they posted, you are both Mudders, you had the same major, you are interested in working for a similar company, etc. If you would like to connect because you want career advice, you can include this in your invitation. Never ask for a job or for a recommendation.

### Mutual Benefits

Emphasize how potential contact could benefit both of you. Something as simple as “Please let me know if I can be of any help” will show the person the potential benefit of being acquainted with you. Always end by saying “Thank you.”

### Follow-up

If the person does not respond in about a month, you can send one more request. Sometimes in their profiles, they provide alternative contact information like messaging. After a second request, it is best to stop sending messages.

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## Sample LinkedIn Message

### Connection Invitation

Subject line: Great meeting you at Mudd

Dear (First Name) (Last Name),

It was really great meeting you at last night’s tech talk. I enjoyed hearing about your career trajectory and what inspired you to pursue this industry. Please let me know if I can be of any help to you in the future. I’d love to stay in touch with you via LinkedIn!

Sincerely,

Your Name

Harvey Mudd College, Class of XXXX

## Sample LinkedIn Messages

### RE: Informational Interview

Subject line: Fellow Mudd Engineering Major Seeking Career Advice

Dear (First Name) (Last Name),

I'm in my third year as an engineering major at Mudd, and I found your name through the Harvey Mudd College Alumni Association Networking Group on LinkedIn. From your profile, I see you've worked as a civil engineer throughout your career with government agencies. As I've focused my studies on engineering, I've found myself drawn to civil engineering. I'd love to hear about your own experiences, as well as any advice you might have for me as I plan for a job search with government agencies.

I wonder if it might be possible to chat at your convenience via phone or video chat?

Thank you for considering my request.

Sincerely,

Your Name

Harvey Mudd College, Class of XXXX

Subject line: Mudd Senior Interested in Patent Law

Dear (First Name) (Last Name),

I recently found your profile through the Harvey Mudd College Alumni Association Networking Group on LinkedIn and see that you're working at (Company Name) as a patent agent. I am a Mudd senior who has become interested in patent law as a result of attending an information session and learning more about the field from a current agent. Would it be possible to speak with you about your job? I know it would be helpful for me to learn about what patent law involves.

Thank you for considering my request and for being part of the Harvey Mudd College Alumni Association Networking Group.

Thank you,

Your Name

## Sample LinkedIn Message

### RE: Referral

Subject line: Referral from (Name)

Dear (First Name) (Last Name),  
Professor (Last Name) has suggested that I connect with you to learn more about your work at (Organization Name). I'm interested in environmental consulting and after reading your biography online, I would like to learn more about how you transitioned from software engineering to consulting.

I wonder if it might be possible to connect at your convenience. I know I would benefit from hearing about your career trajectory. Thank you for considering my request.

Sincerely,  
Your Name  
Harvey Mudd College, Class of XXXX

### RE: Follow-up

Subject line: Follow-up from Career Fair

Dear (First Name) (Last Name),  
Thank you for coming to the Harvey Mudd Career Fair yesterday. I am so glad to hear about potential careers in educational technology. I have a few follow-up questions about your experience working both in the education space and then transitioning into the tech space.

Would it be possible to arrange an informational interview to chat for 30 minutes?

I've enjoyed learning various programming languages and would like to ask your advice about planning my curriculum for my remaining time at Mudd.

Thank you for coming to Mudd. I hope we'll have another opportunity to connect soon.

Sincerely,  
Your Name  
Harvey Mudd College, Class of XXXX

## Sample LinkedIn Message

### RE: Follow-up

Subject line: Follow-up from Alumni Career Panel

Dear (First Name) (Last Name),

I will be completing my bachelor of science degree in physics from Harvey Mudd College in May, and I'm investigating research laboratories in the Los Angeles area. You attended the Alumni Career Panel at HMC last month, and I thought you might be able to offer some helpful insights as I prepare to launch my career. I sent you a letter of introduction and resume last weekend, and I'm hoping we can arrange a time to speak for a few minutes. Please let me know what might work for your schedule. I appreciate your time and insights.

Sincerely,

Your Name

Harvey Mudd College, Class of XXXX

### Thank You Message

Subject line: Thank you for advice

Dear (First Name) (Last Name),

I learned a great deal about (Organization Name) in our conversation and it affirmed my interest in pursuing a career in health care. I especially enjoyed hearing about your graduate studies in medicine at (School Name). Thank you for sharing your advice and experiences with me.

I have already reached out to (Name) for information about her experience at (Organization Name) as you suggested. Thank you for this referral as I'm eager to learn more about the business side of healthcare.

I appreciate your willingness to speak with me. I'll definitely keep you updated on my progress.

Sincerely,

Your Name

Harvey Mudd College, Class of XXXX