

Engage with HR

On LinkedIn



Network

WHICH FEATURES HAVE YOU FOUND TO BE HELPFUL?



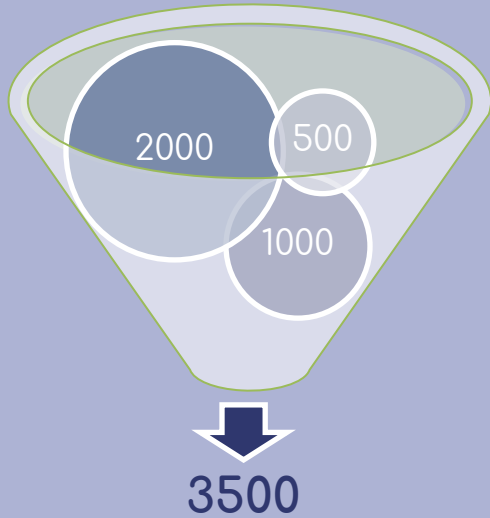
What is network for LinkedIn?

For LinkedIn the NETWORK comprehends 1st – 2nd - 3rd level connections.

STRONG CONTACTS (1st) vs WEAK CONTACTS (2nd 3rd)

FOLLOW

- You can view their posts in your feed
- You cannot write a chat message
- They do not see your contents
- You cannot endorse a skill or write a recommendation



Example

I have 1000 connections;

Ben (1° degree) commented on my post, he has 500 contacts;

Joe (2° degree) sees and likes my post, he has 2000 contacts.

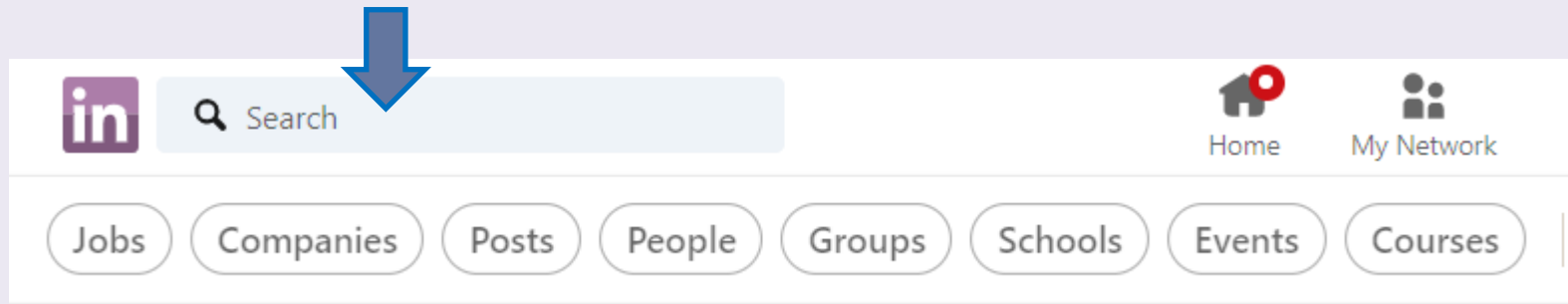
Potential is: $1000 + 500 + 2000 = 3500$

Network Potential


If your 1st-level connections like, comment, share your content, it will appear in 2nd level feed

If one of the 2nd level connections, likes, comments or shares, you will be able to reach 3rd degree connections


Filters



Organization chart




The header image shows a collage of four photos: a woman on a phone, a woman smiling, a man with a child, and a woman on a phone. The LinkedIn logo is overlaid on the right side of the collage.



LinkedIn

Software Development · Sunnyvale, CA · 24,879,293 followers

 Nick & 13 other connections work here · [26,032 employees](#)

[✓ Following](#) [Learn more ↗](#) [More](#)

The page features a blue header with a collage of four photos and the LinkedIn logo. Below the header is the company name 'LinkedIn', its industry 'Software Development', location 'Sunnyvale, CA', and follower count '24,879,293 followers'. A notification bell icon is on the right. Below this is a section for connections, showing 'Nick & 13 other connections work here' and a link to '26,032 employees'. At the bottom are three buttons: 'Following' (with a checkmark), 'Learn more' (with an external link icon), and 'More'.

Add a note

When you ask for a connection, you should tell people why they should accept your request

- 300 characters for writing a customized message
- Always put yourself in the perspective of who receives your message
- Be short and concise

Example

*Good morning Mr. Smith,
I am interested in your company and I would like to know if you accept self-applications and the talent acquisition process. Thank you*



Ask for an introduction

Let a common person you're already linked with (a **STRONG CONTACT**) to introduce you

It must be someone you work with, and you should have a lasting professional relationship with them

Example

*Hello Eva,
as you know I am looking for a new job.
I saw that you are in contact with Yoe Green and I would like to ask you to introduce me as I saw that he is looking for a (SMM)...
Is it feasible for you?*



Engage with contents

