



## 2. Build your network

Building your network will increase your chances of being found on LinkedIn by employers and increase the opportunities you might be exposed to.

Start while you are at university. This is potentially the first time you meet people who have the same professional interests and passions as you. You might work with these people in the future, so start by connecting with your classmates and tutors.

Build on this foundation by searching for connections in the industries or sectors you are interested in working in. If you find someone doing the job you would like to do, drop them a personalised invitation to connect. Let them know you like their profile and are looking for career insights.

Groups are a good way to connect with like-minded people and gain insight into the industry you are interested in. Start with alumni groups and follow companies and influencers to stay on top of what's happening in the sector. It can also help you explore and find out about jobs and career paths you might not be aware of.

Once you have created a network, keep in touch. Share industry news, stories and events that

This resource is available in alternative formats.

Please contact your careers service or email [careersgroup@careers.lon.ac.uk](mailto:careersgroup@careers.lon.ac.uk)