

Connect on LinkedIn

When you find another group member whose profile interests you or you feel would be a good connection, look below their name in the Members section of the group for the "Connect" and "Send Message" options.

Send Message - Your message will go directly to the individual via LinkedIn. Messages sent in this way are not limited in length, but do not invite the person to become a connection (something you will eventually want to do as well). Here are some tips for composing your introductory LinkedIn message:

1.) Subject Line: Be specific to help the mentor understand who you are and why you are reaching out. Some examples may be "Cal U Student Seeking Insight into Consulting Industry," "Cal U Student Requests Informational Interview." A blank subject line or one that just reads "Hello" will likely be ignored or not taken seriously.

2.) Introduce Yourself: In your first paragraph take a sentence or two to tell mentor who you are, how you found them, and why you decided to reach out.

Example #1: Dear _____, My name is John Smith and I am currently an Economics major entering my junior year at California University of PA. I am very interested in working in the consulting industry, and am particularly interested in learning more about (contact's company). I found your profile in the Cal U Career Mentor Network and see that you are working for (company name) and did an internship during your time at Cal U."

Example #2: Dear _____, My name is Amanda Brown and I am currently a sophomore at California University of PA. I found your profile in the Cal U Career Network and see that you were a Psychology major at Cal U. I would love to speak with you about your career path as I am looking to connect with alumni to how important writing is to your job.

3.) Goals: Specify the reason why you are reaching out to this person. What is your goal and what are you hoping to get out of this connection and conversation? When making a request, be mindful of the individual's time.

Example #1: I was wondering if you would be willing to take a few minutes to answer some questions I had about the consulting industry. I have done some research and tried to learn about a consultant's role, but would appreciate the opportunity to learn more about the role you play in the company and what a typical day is like in your line of work.

Example #2: I found your profile in the Cal U Career Network and see that you are currently working in the New York area. I have just graduated from Cal U and accepted a job with a marketing firm in the city. I am hoping to connect with Cal U alums in the area and was wondering if you would be willing to answer a few questions I have about transitioning from Houston to the East Coast.

4.) Contact Information: Include your contact information and specify how this person might reach out to you if they are willing to connect. You can ask them to reply to the LinkedIn message, but we also recommend you give this

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contact your email address so they can reach you more directly. If you are comfortable, you may include your phone number for the mentor to call you at their convenience, but most likely your first communication back and forth will be via LinkedIn messaging or email.

5.) Thank You: Thank the mentor for their time and help.

Connect - Selecting this option will pull up a page that prompts you to select how you know this LinkedIn member.

You can select Group, Classmate, or I don't know this person. Then take a few minutes to write a brief message introducing yourself. **Do not send a request to connect using the generic "I'd like to add you to my professional network on LinkedIn" message.** This will not help the contact understand who you are or why you wish to connect.