Professionally Contacting UMass Amherst Alumni on LinkedIn

1. **BEFORE** using this handout, be sure that you have read our separate handout on how to use the LinkedIn Find Alumni tool.

   Use the Find Alumni tool, then scroll down to see matching results like this.

   If you see this symbol, then you can connect to this alum through a mutual contact in your network.

   The “1” indicates how many shared contacts you have. Hover your cursor over this symbol to reveal who they are.

   You can click here to send this alum a direct invitation to connect with you.

   BUT FIRST, see if you can get introduced through a LinkedIn contact you both share.

2. **Before you reach out to an alum, click the name or photo.** An expanded summary like this one will appear.

   Then click View Profile and scroll down to see their full profile.

   The full profile shows the person’s background and experiences. This helps you to determine whether you have a reason to establish a connection with them.

   **Note:** A person’s privacy settings might prevent you from viewing their full profile.

3. From the full profile, hover over the arrow by the Send InMail button. Click Get Introduced.

   If you do share a common contact with the alum, select the most appropriate person from the dropdown menu to make the introduction.

   **Note:** If you don’t share a common contact, this option will not appear.

   Who should make the introduction?

   Choose a shared connection.

   Be clear about why you’re asking for an introduction and politely give them a way to say no.
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Kelli works in Padma’s field of interest. Both Padma and Kelli know Kevin. So Padma writes an email to Kevin, asking him for an introduction to Kelli.

Dear Kevin,

I am interested in learning more about how to become a retail inventory analyst and I was hoping that you could introduce me to Kelli Gralia, so that I might ask her availability/willingness to do an informational interview with me. I know it is your busy season, so if you don’t have time I understand.

Thank you.

Padma Rakesh

Or, directly invite a new person to join your network by clicking Connect at the top of the profile. You will then see one of these two windows below:

Jayanta’s settings require you to know her email address as proof that you already know her. You might find this information with a little web research. Her profile might also have clues.

Hamady’s settings require you to say how you know him. If you pick the last option you will have to enter his email address to continue. Instead, pick Friend which will allow your email to go through.

Another way to find people is to simply search by name. Once found, click to the person’s full profile. If you have a contact in common, you can scroll down and see this diagram on the right side of the page.

This shows that you know only one person who knows Kelli directly and could introduce you to her. Click Get Introduced and email Kevin your request.

How You’re Connected

ALWAYS WRITE A PERSONALIZED EMAIL MESSAGE!

Nothing says “I lack effort and interest,” like a canned response. The generic responses provided by LinkedIn will NOT work if you don’t already have an established relationship with the person.