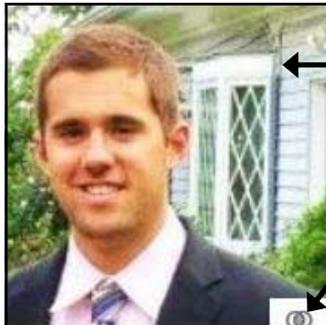


Professionally Contacting UMass Amherst Alumni on LinkedIn

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.

Ask a shared contact to introduce you to this alum with a brief LinkedIn email.

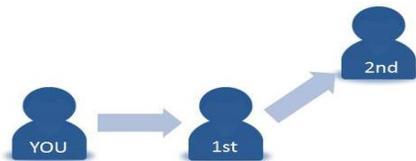
Kevin Magalhaes
Senior Analyst at INVICRO, LLC
Greater Boston Area



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.

Here is the alumnus' **Year of Graduation** from UMass Amherst.



2

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



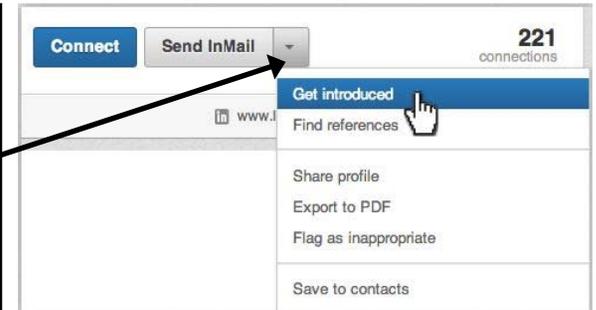
Then **click View Profile and scroll down** to see their *full* profile.

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.**

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



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

Who should make the introduction?

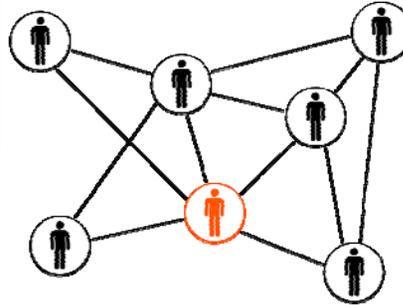
Choose a shared connection

Be clear about why you're asking for an introduction and politely give them a way to say no.

Professionally Contacting UMass Amherst Alumni on LinkedIn

4

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.



Get introduced to:

Kelli Gralia
Allocation Analyst at TJX

Who should make the introduction?

Kevin Magalhaes
Senior Analyst at INVICRO, LLC

Introduction to Kelli Gralia

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 Rakshan](#)

Ask for an introduction Cancel

Short, clear subject line.

State your intent. Be clear about why you're asking for an introduction.

Give an out. Be professional and give your common contact a way to say no.

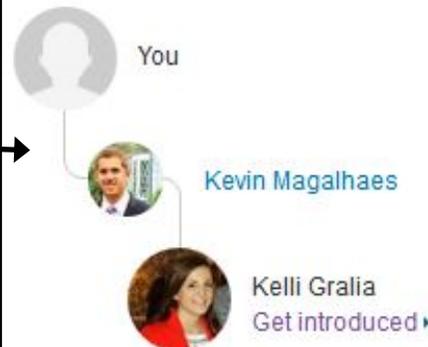
Thank them in advance.

5

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



6

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.

Invite Jayanta to connect on LinkedIn

Jayanta's email address:

Include a personal note: (optional)
I'd like to add you to my professional network on LinkedIn.
-Your Name, BA Communication

Important: Only invite people you know well and who know you.
Send Invitation or Cancel

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.

Invite Hamady to connect on LinkedIn

How do you know Hamady?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Hamady

Include a personal note: (optional)
I'd like to add you to my professional network on LinkedIn.
- Your Name, BS Animal Science

Important: Only invite people you know well and who know you.
Send Invitation or Cancel

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.