

Connection Requests on LinkedIn: Tips & Examples

When connecting on LI, the last thing you want to do is use the canned “I’d like to add you to my LinkedIn network” message it provides for you. Using this automatic message can make you appear lazy. When reaching out to a classmate, coworker, alumni, or prospective employer, you always want to provide as much context as the character limit allows.

In general you have 300 characters to attempt to answer:

1. WHO and HOW: Who are you and How do you share a connection?
 - Did you have class together?
 - Did you work together?
 - Did you meet at an event?
 - Do you have a common connection?
 - Are they an alumni from your school?
2. WHAT: What’s the purpose of connecting?
 - Are you trying to reconnect?
 - Are you trying to stay in touch after meeting at an event?
 - Are they in an industry you want to be in?
 - Informational interview?

REMEMBER:

- Never ask them to get you a job or internship.
- Assume always the most they can offer is advice, testimonial, or connection to others.
- Be thankful in your tone!

Examples of potential connection messages:

CLASSMATE:

“Hi Rhett,

We had CORE together and I remember you concentrated in Finance. I’ve recently switched to finance and was hoping to learn more about your internship experience at JP Morgan.

Thanks! Connor”

“Hi Rhett,

I interviewed you for class in ES210! I learned a lot from that conversation and was hoping I could add you to my network. I can’t wait to see what you do after graduation and good luck out there!

Thanks again, Candace”

COWORKER:

“Hi Harper,

I had such a great experience working at HubSpot this summer! I was hoping we could connect and that I could keep you in my network. I learned so much from the team and I truly appreciate the opportunity to have you as a mentor.

Thank you again! Markus”

“Hi Rachel,

Congrats on your recent move to Zippers & Slacks! You had a major impact on me during the few months we worked together at Pants & Shorts and I’d like to build on that relationship. Do you mind if I e-mail or call you from time to time with career questions? Let me know.

Regards, Alex”

ALUMNI:

“Hi Elaine,

I was looking at the BU Alumni group and saw that you concentrated in Accounting and are currently with EY. I’m getting ready to graduate from BU with an Accounting concentration and was hoping to connect with you to possibly gain a better view of working with a Big 4 firm.

Thanks, Patti”

“Hi John,

I saw your profile in the BU Alumni group and was really impressed by the companies you’ve worked at! I’m currently a senior in BU concentrating in Strategy. Would love to connect with you and learn about your transitions from Finance to Marketing any time your schedule permits!

Thanks! Sean”

NO CONNECTION:

“Hi Bob,

I was doing some research and saw your profile. Wow! You’ve had an amazing career. I would love to talk to you about your transition from marketing to finance if you would be open to sharing your experience.

Best, Riley”

“Hi Jason,

I was doing some research and came across your profile. You’ve worked with amazing companies in really diverse roles. I would love to talk to you sometime about your ability to market your skills in various ways. Let me know if your schedule may permit.

Thanks! John”

What Happens After?

- If they accept your connection, send them a thank you email and follow up on whatever it was you asked in the initial request.
- If they email you back, be sure to promptly return their email within 24 hours.
- If you only made a connection request, but would like an informational interview or their assistance, send them a longer InMail now that you are connected explaining what you are hoping for.