



## FINDING CONNECTIONS

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### LINKEDIN & NETWORKING RESOURCE

One of the most challenging aspects of building industry connections is figuring out where to start. Your own network is a great starting point, and LinkedIn is a great tool that takes full advantage of that and also exposes you to secondary networks!

### ALUMNI NETWORK

Humber, like most post-secondary institutions, has a LinkedIn page where alumni are clearly listed. You can start by selecting that section and entering your program under the search bar. If you're looking for alumni with a certain amount of industry experience, you can also specify their graduation year.

Alternatively, you can search Humber College in the search bar (or any other school you are seeking alumni from) and specify that you are searching for people. By default, your 1st connections (people you are already connected to) will appear first, so you can change this filter to include 2nd connections (people you share a connection with.) Ask the mutual connection to introduce the two of you if you feel comfortable!

### COMPANY PAGES

If there's a company you really want to work at, you can go to their company's LinkedIn page. They have a section specifically for their people, which contains current employees. You can add filters to narrow down your search - for example, adding Humber College as their attended school so only alumni are listed, and adding their job function to look for people who are in the role you're aspiring towards. It's a great way to start a conversation with someone who works at your ideal company!

### GROUPS

Look for people with whom you share a common interest! There are LinkedIn groups specific to these niches where you can potentially request a connection from. It's also a good opportunity for you to share relevant content to get your name out there. For example, Humber has a Humber Careers group that you can find through the search bar, where members share career and networking opportunities!



# RESOURCES

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## JOB POSTINGS

Another great aspect to LinkedIn is that it additionally functions as a job search engine! When browsing for jobs, the recruiter's name is sometimes listed on the actual job posting. Not only does this allow you to personalize your cover letter to their name and job title, but it is also an invitation for you to message them and ask for feedback or further information! If you build a good relationship, they can remain a connection and potentially reach out with future opportunities.