



MESSAGING A STRANGER

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LINKEDIN & NETWORKING RESOURCE

Once you've identified someone you'd like to reach out to, it might be a little intimidating to send a connection request - especially if you haven't met before. It's important to keep in mind that LinkedIn does have a character limit of 300 without InMail, so you want to be as concise and confident as possible!

SHARING A CONNECTION

If you're reaching out to a second connection, ask your mutual connection if they can introduce you. If they do, simply follow the natural direction of the conversation by introducing yourself and thanking them for the connection. In other cases, you may have learned about the individual through your mutual connection, but without an introduction. When reaching out, you should mention how you learned about them and why you'd like to connect.

Example:

Hi [NAME],

I'm a current student at Humber's [PROGRAM NAME] program. My program coordinator, [PC NAME], encouraged me to reach out to you. I'd love to connect and learn more about your experience towards [COMPANY] as I'm aiming towards similar career prospects!

Thank you,
[YOUR NAME]

SHARING AN INTEREST

If you're reaching out to a third connection (no mutual connections), you can still identify common interests. Perhaps you share an interest in the topic of an article they've written, or they graduated from a program you're interested in attending. With every connection request, clearly communicate what you're hoping to gain out of the connection.



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Example:

Hi [NAME],

I really enjoyed reading your article on [TOPIC]. As a student studying [PROGRAM NAME], I'm eager to learn more about this as I emerge into the field. I'd love to stay connected and follow your experience more closely!

Thank you,
[YOUR NAME]