

NETWORKING MESSAGE SUGGESTIONS



Slow & steady networking is designed to help you build relationships with people working in companies, positions, or even geographical areas of interest. To gain the most out of networking, aim to develop relationships that are reciprocal in value. When you communicate, take time to find out what the person cares about, what projects they are working on, what they love (and maybe don't love) about their work and the company, and explore your mutual interests. Building a strong network of these individuals will later pay off in finding and securing positions and advancing your career! Slow and steady networking requires courage, patience, and communication. Here are a few message suggestions to help get you started.

MESSAGE SAMPLES TO INITIATE AND BUILD RELATIONSHIPS (LINKEDIN)

Start by finding people on LinkedIn (usually MSU alumni)

To Identify Alumni: Enter Michigan State University in the search field on LinkedIn > Alumni Tab > Filter by Degree, Location, Company, and more.

Note for LinkedIn Connection Request:

Hello, [insert name/mention affiliation]. I am also a Spartan with a strong interest in [name of company]. Your background is impressive, and I would welcome connection and to learn about your experiences. Thanks for considering my request. Go Green!

Outreach to Existing LinkedIn Contacts (people who have accepted your connection request but you haven't yet had a conversation or exchanged messages)

Hello [name]: I hope this message finds you well. Thanks so much for connecting with me on LinkedIn. I have researched companies and jobs of interest for possible career paths and your role at [name of company] matches what I'm interested in doing. I would love to learn more about your career and experiences with [name of company]. Might it be possible to chat with you for 10 – 15 minutes in the next week or two. Thanks for considering this request.

Sincerely,

Outreach to Existing LinkedIn Contacts (request for a recommendation)

Hello, [insert name]. I hope this message finds you well. I recall our conversation(s) [insert time period] and appreciate the advice you offered. Thank you again. I am hopeful that when the time is right, I can ask for your support when opportunities surface. I am confident I will add significant value and your endorsement would be very helpful. Thank you for considering this request.

Sincerely,

Outreach to Existing Contacts (checking in and building the relationship)

Follow the company and person on LinkedIn and other sources. Offer congratulations if you hear of something great happening at the company or for the person. Reach out if you have something relevant to share. Be mindful of their posts and engage with them.

Greetings [insert name]! I recall our conversation(s) [insert time period] and appreciated the advice you offered. Thank you again. I came across [this article, website, etc] that relates to our conversation and thought you might be interested. I would love to hear your thoughts and catch up sometime soon. Would you be available for a quick chat in the coming weeks? Thanks for considering this request and I look forward to your reply.

Warm regards,

Outreach to Existing LinkedIn Contacts (update and continued interest: pre-internship)

Dear [insert name of individual]: I hope this message finds you well. I am reaching out to express my gratitude for your time and support. I wanted to share that I will be interning with [name of company and include type of role]. I'm excited about the learning opportunity and am confident this experience will strengthen my skill set. I remain very interested in [name of company] and look forward to sharing my internship experience with you in the future. Again, thank you for sharing valuable insights, advice, and time.

Sincerely,

Outreach to Existing LinkedIn Contacts (update and continued interest: post-internship)

Dear [insert name of individual]: I hope this message finds you well. I just completed my internship (or co-op) with [company name] where I [summarize project/value add]. As I move into the next year of my degree program, I am beginning to focus on [post-graduation plans or plans for next summer]. My internship was great and I learned a lot. [insert name of their company] continues to be a top company for me and I would welcome an opportunity to connect soon to share highlights from the summer and seek advice from you. Thanks for considering this request. Please let me know if you might have some time next week. I look forward to your reply.

Sincerely,

Outreach to Existing LinkedIn Contacts (checking in and seeking opportunities)

(be sure to check Handshake, the company website, and LinkedIn for postings before sending)

Greetings from East Lansing! I hope this message finds you well. I wanted to reach out to express continued interest in [name of company]. I'm wondering if you are aware of any [internships/co-ops] for Summer 202X at [name of company]. I would welcome the opportunity to connect to further discuss how my skills and experience can add value. Do you have time to chat next week?

Thank you,

Timeline: These conversations can happen at any point in the year. However, you should be mindful of any recruiting timelines at target companies and reach out accordingly.

Don't Stalk! Too much outreach can be a problem. Within a 6 – 8 month period, 3 – 5 touchpoints is sufficient, unless your contact is initiating conversation with you.