

# How to Build a High-Quality Network on LinkedIn

Connecting successfully with other LinkedIn members

## Understanding Connections

On LinkedIn, people in your network are called connections and your network is made up of your 1st-, 2nd-, and 3rd-degree connections, as well as fellow members of your LinkedIn Groups.

**1st-degree:** People you're directly connected to because you have accepted their invitation to connect, or they have accepted yours.

**2nd-degree:** People who are connected to your 1st-degree connections. You can send them an invitation by clicking **Connect**, or contact them through an InMail message or an introduction.

**3rd-degree:** People who are connected to your 2nd-degree connections.

- If their full first and last names are displayed, you will be able to send them an invitation by clicking **Connect**.
- If only the first letter of their last name is displayed, clicking **Connect** is not an option but you can still contact them through an InMail message or an introduction.

## Connecting with LinkedIn Members

You can ask someone to join your professional network by sending them an invitation to connect. If they accept your invitation, they become a 1st-degree connection. We recommend that you only send invitations to people you know well and trust, because 1st-degree connections are allowed to see the primary email address on your account, and can view all of your connections (if you choose to make them visible to others).

**NOTE:** If you send requests to connect and too many recipients click **I Don't Know [sender's name]**, then your account may become restricted. This means you will not be able to send a request to connect unless you have the recipient's email address.

## Sending a Connection Request

**Step 1:** Find the profile of someone you want to connect with. Click **Connect**.

**Step 2:** Personalize your request to connect by following these tips:

- ✓ Include a salutation
- ✓ Remind the recipient how you know them
- ✓ Reference something personal about them or their business

**Step 3:** Click **Send Invitation**.

The screenshot shows a dialog box titled "How do you know Schoun?". It has radio button options for "Colleague", "Classmate", "We've done business together", "Friend", "Other", and "I don't know Schoun". The "Colleague" option is selected. Below the options is a dropdown menu showing "Account Executive at Spindinyous Software". There is a text area for a personal note with the text: "Hi Schoun, I remember meeting you at a couple of company events at Spindinyous and would like to add you to my network so we can keep in touch and stay current on industry solutions. Thank you! --Erica".

## Receiving Connection Requests

As the recipient of a connection request, don't feel obligated to accept every request. You have four options to respond to a request: 1) **Accept**, 2) **Ignore**, 3) **Report Spam**, and 4) **Reply (don't accept yet)**. Choose **Reply (don't accept yet)** to request more information: "Thank you for reaching out. Please remind me—how is it that we know each other?" Also, when you click **Ignore**, you can additionally choose **I Don't Know [sender's name]** or **Report as Spam**.

