

Finding and reaching out to professionals in your field of interest through LinkedIn

1. Create a free LinkedIn profile. See the LinkedIn Profile Checklist sheet for guidance!
2. Navigate to the LinkedIn page for UNC Greensboro:
<https://www.linkedin.com/school/uncg/people/>
3. Click the Alumni tab
4. Scroll through the suggested criteria for alumni including where they work, where they live, (click right arrow) what they do and what they studied. Click on any of the colorful bars to search for alumni who fall under that category.
Suggestion: Go to the What they Studied category, click on or type in your major, then scroll down on the page to view alumni profiles. Take note of people's job titles and companies they work for. If you're an exploratory major, click through your top choices for majors to see where folks are working after studying that major!
5. After locating a couple alumni profiles of folks you'd be interested in connecting with, click the Connect button in their profile, and add a personalized message. This message could include a short introduction and reason for contacting them which could include being curious about their major and career path.

Sample LinkedIn message:

Hi Nancy,

I'm a current psychology major at UNC Greensboro completing an informational interview assignment that includes connecting with professionals that are similar career paths to what we are interested in pursuing after graduation. I saw that you were also a UNCG psychology major now working in community engagement, would you be willing to do a brief 30-minute phone call or virtual meeting to learn a bit more about how you got to your current role? I can be reached through LinkedIn message or my student email:

Thank you in advance for any assistance you can provide.