



### Your updated LinkedIn profile is a great tool for your electronic portfolio. Let's share it!

- Your network consists of your connections, your connections connections, and the people they know...
- LinkedIn groups provided focused networking opportunities for professionals looking to network with other individuals in their field.



**Below are a few key steps to start networking and joining groups.**

### Networking

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

- *1st-degree connections* - These are people you're directly connected to because you've accepted their invitation to connect, or they've accepted your invitation. You'll see a 1st degree icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn.
- *2nd-degree connections* - These are people who are connected to your 1st-degree connections. You'll see a 2nd degree icon next to their name in search results and on their profile. You can send them an invitation by clicking the Connect button on their profile page, or by contacting them through an InMail.
- *3rd-degree connections* - These are people who are connected to your 2nd-degree connections. You'll see a 3rd degree icon next to their name in search results and on their profile.
  - If their full first and last names are displayed, you can send them an invitation by clicking *Connect*.
  - If only the first letter of their last name is displayed, clicking *Connect* isn't an option but you can contact them through an InMail.
- *Fellow members of your LinkedIn Groups* - These are people who are considered part of your network because you're members of the same group. The *Highlights* section of a member profile displays the groups you're both a part of. You can contact them by sending a message on LinkedIn or directly through the group.
- *LinkedIn Member (Out of Network)* - These are LinkedIn members who fall outside the categories listed above. You can't contact them through an InMail, however you can add them to your network by sending them a personalized invitation to connect.

**Now that you understand the LinkedIn connection lingo, below are examples of ways to network with others within LinkedIn:**



- **Have at Least 50 Connections**
  - Connecting with at least 50-100 people is a good starting point.
  - Include people you are connected with on a professional basis, an educational basis, or based on another common interest. Building your network is a key part of using LinkedIn, and there are do's and don'ts. While you want to build a network, your invitations should be to people who you have as professional contacts. You will be able to send messages to others who are on LinkedIn, but you need to keep your messages on point.
  
- **Make Sure People Can Find You**
  - Don't forget to add your email address (or blog, or Twitter handle, or anywhere else you'd like to be found) to the contact information section of your LinkedIn profile. You'd be surprised how many people leave this off!
  
- **Follow Relevant Influencers for the Public Health Industry**
  - Following relevant influencers on LinkedIn helps to put a range of interesting content in your feed, which you can then share with others when you think it adds value. It also helps to give context to your LinkedIn profile, demonstrating your passion for what you do.
    - Examples:
      - Doctors, Nurses, Health Professionals, School Nurses, Legislators, Policy Makers, Advocacy Groups, Non-profit Organizations.
      - Society pages such as:
        - [Society for Public Health Education](#)
      - Job board pages such as:
        - [Public Health Jobs](#)
  
- **Use the *Answers* Section of LinkedIn**
  - There is a section of LinkedIn called "Answers." This is a space where anyone can pose a question and anyone can provide an answer. Consider doing both! This is a great place to learn about trends in your field of interest. It's also a great place to contribute to the dialog and demonstrate your knowledge.
  
- **Learn about Companies**
  - The "Companies" section of LinkedIn can provide some amazing information about companies in the Public Health industry. Once you've selected a company, you are given information about not only that company, but other LinkedIn users who are currently or have been part of that company. You can also learn about new hires, promotions and other internal information that was previously unknowable.
  
- **Update Your Status**



- Just like on Facebook, you can update your LinkedIn status as often as you wish. So, do! Update it professionally and strategically (share the article you just wrote, not what you ate for lunch today), ideally once a week. Your entire network will see your updates, both in their news feeds and in the weekly LinkedIn network updates emails they receive.

### Groups

**Joining groups and displaying them on your profile are the perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university's LinkedIn group as well as the larger industry groups related to the career they want to pursue.**

- Add any volunteer groups or professional groups that might give you credibility such as certifying institutions or professional associations.
  - Local, state, national, or international groups
- If you take the time to join groups and get involved with them, you will learn a great deal about the field of public health.
- Below is a sample list of groups, feel free to browse the full "[LinkedIn Groups Directory](#)."

- **Examples**

#### [American Public Health Association \(APHA\)](#)

This is not only one of the oldest professional associations dedicated to public health, it is also one of the largest. The LinkedIn group is quite large and is very active, with a number of different active discussions taking place all the time. The group is home to over 20,000 different members and the Association itself has been in existence since the late 19th century. What this means to public health candidates is that this group has a level of prestige and history that other groups simply cannot match.

#### [Public Health Professionals](#)

This particular LinkedIn group is a unique association made up of professionals in a wide variety of different public health related fields. Members of this group include everyone from healthcare workers who work internationally to researchers, doctors, nurses, and even administrators. This group offers public health candidates an excellent opportunity to discuss some of the career opportunities and challenges that they are likely to face once they enter the professional world. By enjoying and taking part in lively conversations and discussions with these experienced professionals, a public health candidate will have a better idea of the challenges and rewards of their likely to face upon completing their education.

#### [Public Health Platform](#)

The right spot for 1) networking and finding the right people, 2) sharing interesting ideas, websites and other resources and 3) debating relevant health issues. Anyone who is in any way involved in



working in the field of public health will find that this group has something to offer them. It is an excellent place to both discuss problems that public health professionals face and to look for employment opportunities. As with most other LinkedIn groups, it also can be used as an excellent place to network with professionals in the field.

[Global Public Health – TB/Malaria](#): This is a subgroup of the above Global Public Health group that is focused on problems related to tuberculosis and malaria. If you are a professional in these areas, or are interested in these areas as an MPH student, you can learn a great deal by joining this group.

[MyBio](#) -This is a good LinkedIn group to join for a couple of reasons. First of all, the majority of the people who provide information for this group are based in New York City and have their fingers on the pulse of the healthcare industry. Secondly, this is the group to join when you want to find out the latest in advocacy news for the healthcare industry. Anything that you see in the news headlines is bound to have a detailed discussion dedicated to it on MyBio. The group deals primarily with the biotechnology industry, but it welcomes conversations from other elements of the healthcare industry as well.

[DVHIMSS](#) -This is the group for the Delaware Valley group's arm of the Healthcare Information and Management Systems Society. If you are having a hard time getting updated information on the latest in healthcare technology and IT systems integration technology, then this group can help. It tends to be a small group that will answer questions as opposed to constantly posting new topics and discussing them. But if you have a question about the relationship between IT technology and healthcare management, then this is a group to join.

[Digital Health](#) -The worlds of wireless technology and healthcare are constantly colliding with new and innovative ideas. This group lives to discuss the many new ways which mobile computing devices are helping to enhance medical treatment, research and policies. One of the best parts about this group is that members within the group are constantly providing links to pertinent articles on a variety of healthcare topics.

[Medical Devices Group](#) – As medical technology continues to grow in significance, the Medical Devices Group continues to grow as well. This is the group that follows the largest medical equipment manufacturers in the world and reports on their progress in introducing new pieces of equipment. The group also discusses international healthcare policy innovations that could wind up changing the way that certain aspects of healthcare are treated in various parts of the world.

[Medical Information Group](#) -This group deals with a broad range of issues that include policy discussions as well as discussions about treatment and research needs. It has a growing element dedicated to nursing and other healthcare professionals who work directly in the medical field but



are not doctors. The group follows the various national medical conventions and opens up its forum to healthcare professionals looking for more information on lesser known resources.

[Medical IT Pros](#) -If your world revolves around your work in the medical IT industry, then this group can help you to get some of the answers you need to the important questions of your day. Not only can the members of this group find out the latest innovations in medical IT equipment and software, but they also exchange information on working better with their respective healthcare organizations and good ways to integrate new technology into an organization.

[Medical Insight Inc.](#) -Medical Insight Inc. offers a wide variety of publications and media resources that have to do with such topics as alternative medicine as well as home health products. This is an interesting group to be a part of if you want to be updated on the latest in home remedies and if you want honest reviews on some of the home healthcare products available.

[Medical Marketing Network](#) -If you are a healthcare administrator who is looking to make contacts in the medical networking field, then this is the group that you have to join. The prime goal of this group is to allow a forum for medical administrators to swap marketing techniques and information with marketing experts. This group consists of healthcare managers, healthcare administrators, healthcare consultants and anyone who needs to think about marketing within the healthcare industry.

[Medical Imaging Affiliates](#) -The Medical Imaging Affiliates group is the place to go for updates on medical policy and to address concerns about anything within the imaging industry. It is the place where imaging affiliates can go to discuss issues that are important to them and issues that could change the face of medical innovation.

If you have more than 5 years in the healthcare industry, you might consider joining:

[Healthcare Executives Network](#) - Healthcare Executives Network (HEXN) is the fastest growing independent community serving healthcare executives, managers and trusted medical providers.

### Last but not least...

Check out LinkedIn's Official Tip Sheet: [How to Network on LinkedIn](#)