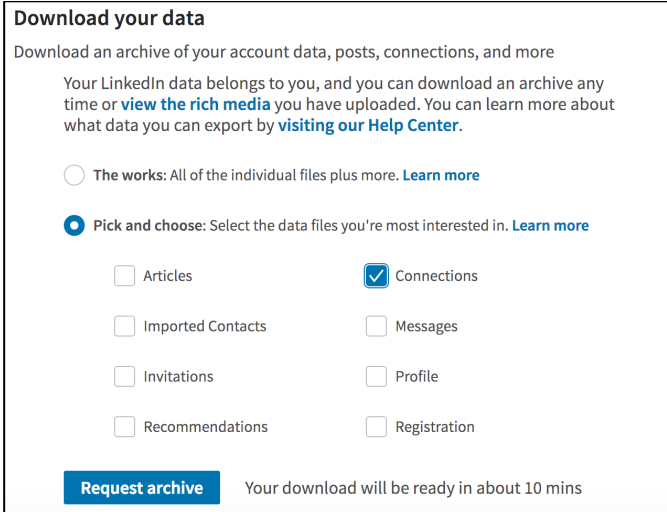# LinkedIn

Segmenting your LinkedIn Contacts

We think that 500 or more connections is a great number of people to be linked to. Our belief is that roughly 10% of those contacts will be helpful to you in your job search.

But however many connections you have, we recommend you start looking at them a bit closer and working out how you can leverage any help or support from them.

To help you to do this, you can export all your connections from LinkedIn into a spreadsheet which will then allow you to add some filters and work out which people you could target.

Here's how you get started:

- From the top bar on LinkedIn, **click the small arrow** next to Me (under your profile thumbnail image)

- Click on **Settings and Privacy**

- Click on **How LinkedIn uses your data**

- Click on **Download your data**

- Click on **Connections** (you can download everything LinkedIn stores for you should you wish to do so)

- Click on **Request Archive**

- You will be prompted to enter your LinkedIn password before the download starts

- LinkedIn will email you when your download is ready

> **Download your data**
>
> Download an archive of your account data, posts, connections, and more
>
> Your LinkedIn data belongs to you, and you can download an archive any time or **view the rich media** you have uploaded. You can learn more about what data you can export by **visiting our Help Center**.
>
> ○ **The works:** All of the individual files plus more. **Learn more**
>
> ● **Pick and choose:** Select the data files you're most interested in. **Learn more**
>
> ☐ Articles   ☑ Connections
>
> ☐ Imported Contacts   ☐ Messages
>
> ☐ Invitations   ☐ Profile
>
> ☐ Recommendations   ☐ Registration
>
> **Request archive**   Your download will be ready in about 10 mins

- Open your spreadsheet[1] and you will see that you will have columns for First Name, Surname, email address, Company, Position and the date you connected to each person

- Add some extra columns to help you sort and also keep track of who you contact (use some criteria that will help you) we suggest for example:

  - Date connected

  - Comments (for instance from contact made with that individual)

  - How well do I know this person?

  - Have I invested in them?

  - Do they have the power of influence?

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[1] The assumption is you are using Excel, if you are using numbers instead and need instructions please contact sarah.burgess@10eighty.co.uk

- If you choose to use the last three questions listed above (or something that suits you better) then you will need some sort of scale to use, for example:
    - "How well do I know this person?" Examples could be "very well/friend", "ex-colleague", "loose connection", "recruiter", "can't remember", "ex-customer", "ex-supplier"
    - "Have I invested in them?" and "Do they have the power of influence?" can be simple yes/no
- Spend some time going through each connection and answering the 3 questions
- Sort the spreadsheet by the 3 questions:
    - Highlight all the data in the spreadsheet
    - Click on **Data**
    - Click on **Sort**
    - Click on **Add Level**
    - From the **Sort By** drop down, select "Do they have the power of influence?"
    - From the **Sort On** drop down, select "Values"
    - Select **Z-A** (so that the Yes values are at the top)
    - Click on **Add Level** again
    - From the **Sort By** drop down, select "Have I invested in them?"
    - From the **Sort On** drop down, select "Values"
    - Select **Z-A** (so that the Yes values are at the top)
    - From the **Sort By** drop down, select "How well do I know this person?"
    - From the **Sort On** drop down, select "Values"
    - Select whichever is better for you A-Z or Z-A
    - Click on **OK** once all your sort options are selected
- Your spreadsheet should now be ordered with the most 'useful' contacts at the top

Now it's time to get networking! Spend some time thinking about how to get (back) in touch with your contacts. If you're going to send a message you could do that via LinkedIn messaging or using the email address that's been downloaded to the spreadsheet if you think it's still a valid one. Try to include something personal in the email, what you have in common, to try to generate conversation. Don't directly ask for a job, but let them know you are in the market for a new role and if they have any suggestions of people you could talk to from their network, or if they know of any opportunities you'd be grateful if they'd share that information.

Your consultant can help you with networking skills if you feel you need any support in this area. Lots of people say they don't like networking, but the key is to try to make it mutually beneficial. And ask yourself would you mind if people asked you for help? The answer is more than likely no you wouldn't mind.

Remember to add comments and dates of when you contacted people, and once you've contacted the most useful, continue down the list of other contacts - you really never know who could help you. Spend time looking at your contacts profiles so you know what they do at the moment (assuming their profile is up to date!). We firmly believe LinkedIn is a fantastic way to get a new position, whether it's through the job search function (please see our article entitled LinkedIn Job Search Tips), through maximising your network or by targeting potential employers directly.