

HOW TO STAY IN TOUCH WITH YOUR NETWORK

As you build and deepen relationships, it's important to stay in touch with your network periodically. By staying in touch, and being mutual resources for each other, you'll send the right signal---that the relationship has value for both of you.

Most professionals that hesitate reconnecting with colleagues or peers have not kept up with their communication and feel uncomfortable reaching out in a time of need (i.e. asking for a job or resource referral, or an introduction).

Staying in touch with your network can be accomplished in a variety of ways...by posting an article or writing a short or long form post, making introductions to like-minded professionals, sending an individual message or making a phone call. Showing up will keep you *top of mind*.

- Posting reminds them of the conversation and what your area of expertise is.
- Catching up, showing interest in your connection and reflecting on the conversation you had or something you noticed in their profile are great reasons to reconnect.
- When you reopen a conversation, approach the conversation as an equal and know that you both can be resources for each other. It shows confidence and leadership.



Below are suggestions of how to stay in touch while suggesting it's a mutual effort!

1-From something you noticed on their profile or a previous conversation, send an article link with your comments relating them to a topic of interest they expressed. Reach out with solid thoughts that would add value to your previous conversation, but make sure it is of interest to THEM.

"Hello Sue. I was reflecting on our conversation and recall your mention of an interest in robotics. This article should be quite interesting for you as the technology development is with a company in your area.



Let me know your thoughts and sometime soon, we can continue our conversation about project management.”

2-Send an update of your career status or progress, perhaps some of the people you’ve been in touch with. You can offer an introduction to a connection that can be a resource for your new connection.

“John, last we spoke, I was making progress expanding my network in the area of X. I was able to make an important connection at Apple and have some developing opportunities. I can share information on a product you may be interested in and possibly make an introduction.

What is your availability for a brief call this week?”

3-When a person connects with you and you’re reaching out for a subsequent conversation, dive into their profile and communicate about a commonality in experience, organization, or people you both know. You can also make a comment about what others say about them in their RECOMMENDATIONS.

“I appreciate your connection, Dharmesh and noticed that you’ve been with X for 15 years to become a senior leader in Y. I’m working on Z and there’s a possibility we’ve had similar challenges since we have common partners.

Collaborating with peers in the same area beyond a LinkedIn connection can be fortunate for both of us. A brief phone introduction can be mutually beneficial. Are you open for a call this week in the late afternoon?”

4-If you want to stay in touch with a company and the people you interviewed with, you can reach out to them individually. Think about the conversation you had and their area of interest.

For example, let’s say you had an interview with a recruiter and have not heard back or he/she is delaying the next step and you were expecting them to call. You can reach out to add something of value that you thought of after the interview (giving you a reason to reach out without saying “what’s the status of my interview/your decision?”).

“Hi Michael. We met last week when I interviewed with you and the team for the X position. One of the product launches I directed was released last week and we’ve already exceeded our revenue numbers by 20%! Because of our interview timing, I was not able to share this success last week. However, it’s appropriate now as you plan the next steps and schedule.

This is an article I recommend to make conversations more interesting!

[People who adopt these 7-verbal habits in 2021 have very high emotional intelligence](#)