

How You Can Become a NetWeaver on LinkedIn

by Mike Mitchell

[Bob Littell](#), author of *The Heart and Art of NetWeaving* who coined the term 'NetWeaving', said, "Good things happen to people who...make good things happen." [LinkedIn](#), a professional networking site, gives you that opportunity to help other people and make good things happen for yourself.

"[NetWeaving](#)" – a Golden Rule and "Pay It Forward" form of networking. It's all about helping others as a "connector" or "resource-provider" . . . no-strings-attached . . . simply because you believe that "what goes around, does come back around".

You probably have friends who has fallen victim to corporate cutbacks. Some of your co-workers may even be facing layoffs due to staff downsizing. Establishing and growing your LinkedIn network opens many possibilities for you personally, but it also provides an opportunity for you to help others in a time of crisis in their lives.

In this seemingly tough job market, there are thousands of jobs available. Job seekers just need to know how to look for them. [Richard Bolles](#), author of the bestselling book *What Color is Your Parachute*, cites research that assigns an 86% effectiveness rate for jobseekers who use "... personal contacts to get in to see...the person-who-has-the-power-to-hire-you..." This is the power of NetWeaving.

Three ways to NetWeave on LinkedIn:

- **Reconnect** – In this economic downturn, everyone needs a friend. Reconnecting to your friends, former co-workers, and professional contacts through LinkedIn can encourage and lift the spirits of a job seeker during their job search. Support is critical to them.
- **Recommend** – A LinkedIn recommendation provides a wonderful opportunity to provide positive feedback to your connections. You might only write a couple of sentences, but your words may catch the eye of a recruiter scanning the LinkedIn profiles in search of a qualified candidate for one of their requisitions.
- **Refer** – You may know a hiring manager looking for a person with a specific skill set. If you're familiar with your contact's skill set, you can refer the hiring manager to your contact. Perhaps your job seeker friend finds an opportunity in a company where you have a contact. Use LinkedIn to introduce one to the other.

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Rewards of making good things happen:

One of the richest rewards you can experience as a NetWeaver is helping a job seeker friend connect to a job opportunity. By making good things happen for others, you will:

- Receive the personal satisfaction of helping someone else in his or her time of need.
- Build a larger network of contacts that can help you enhance your career.
- Increase your LinkedIn recommendations by recommending others.
- Gain a new level of respect and appreciation from those you help.

Will you consider becoming a LinkedIn NetWeaver today? It only takes a few minutes to make good things happen for you and for others.

Click here [Linked in](#) to join the Vericom Communications Group on LinkedIn