



Networking for Work: Use LinkedIn, Facebook, and Your Local Connections

Networking begins with a simple conversation: explaining what you are looking for and asking someone for information that may help.

You do not need an impressive list of influential contacts. Former coworkers, classmates, neighbors, instructors, and people you know through community activities can all provide useful perspectives or introductions.

LinkedIn and Facebook can extend those conversations. Local neighborhood resources can connect you with opportunities close to home. The aim is to build relationships that help you learn where your skills might be useful.

Make Your Request Specific

Before contacting anyone, decide what kind of help you need. Are you identifying employers, exploring a new occupation, or seeking information about a particular opening?

“Do you know of any jobs?” gives people little direction. A more focused request is easier to answer:

“I’m looking for office-support work in the county, especially scheduling, records, or customer service. Do you know organizations I should investigate?”

Mention relevant skills and practical requirements without delivering your entire employment history. You can share a résumé later if the person requests it or agrees to pass it along.

Start With People Who Already Know You

Make a short list of former colleagues, supervisors, classmates, teachers, and community acquaintances. Include people who have seen you organize activities, solve problems, or follow through on responsibilities.

Reconnect naturally. If you have not spoken recently, acknowledge that and explain why you thought of them.

For example:

“It has been a while since we worked together at the community center. I’m exploring administrative positions and remembered your experience with local nonprofit organizations. Would you have time for a brief conversation about employers worth researching?”

Give people an easy way to decline. A courteous request opens a conversation without creating an obligation.

Use LinkedIn to Make Your Experience Understandable

LinkedIn is particularly useful for connecting your professional background with the work you want next. Review your headline, summary, experience, and skills so visitors can understand what you offer.

Keep the information accurate and consistent with your résumé. Use recognizable terms for your work rather than vague descriptions such as “seeking my next adventure.”

Connect with people you know and follow employers or professional groups relevant to your interests. When approaching someone new, explain the connection: a shared field, mutual contact, event, or article they posted.

CareerOneStop’s [social-media guidance](#) recommends keeping professional profiles current and emphasizing relevant skills and experience.

Turn LinkedIn Activity Into Conversations

A profile alone does not establish a relationship. Participate thoughtfully: ask a relevant question, contribute a useful observation, or contact someone about a specific topic.

If a connection works for an employer that interests you, begin by asking about the work or application process. Do not assume that the person knows you well enough to recommend you.

LinkedIn's "Open to Work" feature can signal your interest to recruiters or more broadly to your network. Choose the audience carefully if you are currently employed. LinkedIn explains that its recruiter-only setting does [not guarantee complete privacy](#).

Use Facebook for Community Knowledge

Facebook can be useful because personal acquaintances may know local employers and opportunities outside your immediate professional circle.

Look for well-managed local employment groups, community groups, alumni groups, and groups connected with your occupation. Read each group's rules before posting. Some permit job-search requests; others restrict them.

A short post might say:

"I'm looking for part-time bookkeeping or administrative work in the area. My experience includes invoice tracking, spreadsheets, and customer records. I would appreciate suggestions about local employers or current openings. Please message me with details."

Adapt the wording to your actual experience. Check who can see your post, and avoid publishing your home address or unnecessary personal information.

Treat recommendations and listings as leads to verify. A familiar group—or even a familiar account—does not establish that an offer is genuine.

Look Close to Home

Neighborhood connections are easy to overlook. A nearby business owner, community volunteer, or neighbor may know which organizations are expanding or where seasonal help is needed.

Consider neighborhood associations, library events, community centers, local business gatherings, and bulletin boards where employment notices are permitted. Faith communities, service clubs, and volunteer organizations can also provide opportunities for natural conversations.

Neighborhood platforms such as [Nextdoor](#) offer another way to connect locally. Follow community rules when requesting leads or offering services.

Distinguish a regular employee position from occasional work or self-employment. A neighbor's request for tutoring, repairs, or bookkeeping may provide income, but clarify the duties and payment arrangement before accepting.

Ask for Information Before Asking for a Referral

An informational conversation can help you understand an occupation or employer without putting someone on the spot.

Request a brief discussion and prepare a few questions:

- What kinds of experience does this employer value?
- How do people usually enter this line of work?
- Where are openings normally advertised?
- What should I learn before applying?
- Is there another resource you would recommend?

Respect the agreed time. If a suitable vacancy emerges and the person knows your work, you can ask whether they would feel comfortable referring you. Obtain permission before using their name.

Follow Up Without Pressuring People

Thank contacts for their time and act on useful suggestions. A brief update helps close the loop:

“Thank you for suggesting the regional clinic. I found an opening that matches my scheduling experience and submitted an application.”

Keep a simple record of conversations and promised actions. One courteous follow-up may be appropriate if someone has not replied; repeated messages can strain the relationship.

Offer help when you can, such as sharing a relevant event or resource. Relationships develop through mutual interest, not a running tally of favors.

Keep Networking Connected to Your Search

Networking can reveal employers, clarify requirements, and make introductions possible. It does not guarantee a vacancy, referral, or interview.

Continue checking verified listings and following formal application instructions. Our article **“Where to Find Job Openings: Build a Search That Works”** explains how to combine personal contacts with other resources.

Begin with a manageable goal: reconnect with a few people, join one useful group, and have one informative conversation. Whether the contact begins on LinkedIn, Facebook, or your own street, a clear request and thoughtful follow-through give it a purpose.