14 Tactics To Grow Your Connections

Showing Your LinkedIn Network LOVE



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Meet Melanie Borden

Showing Your LinkedIn Network Love

14 Tactics To Grow Your Connections

Getting Started

February has us crushin' even more on our LinkedIn fam! You know here at The Borden Group we're all about the human touch. People do business with people. And at the end of the day, that's exactly what we all are — *people*.

Titles, achievements, and aspirations aside, we share the same palette of human emotions and experiences (and possibly even the same Starbucks order). Which is why we believe in showing up for *you*, our community, in the most heart-centered way possible. We genuinely want to see you succeed both personally and professionally!

So we're inviting you to join us in spreading a little extra love to your LinkedIn network during this season of adoration. While we're certain no one would ever decline a dozen red roses or a box of Russel Stover chocolates (dairy free of course), these 14 tactics are guaranteed to go beyond a square on the calendar and authentically grow your network in a way that will leave a lasting impression on many hearts.



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"Create an ‘About Me’ Page — Tell people about who you are, and most importantly, how you will help them.”

— CHRIS DUCKER

Chapter 1:

Create an Appreciation Post

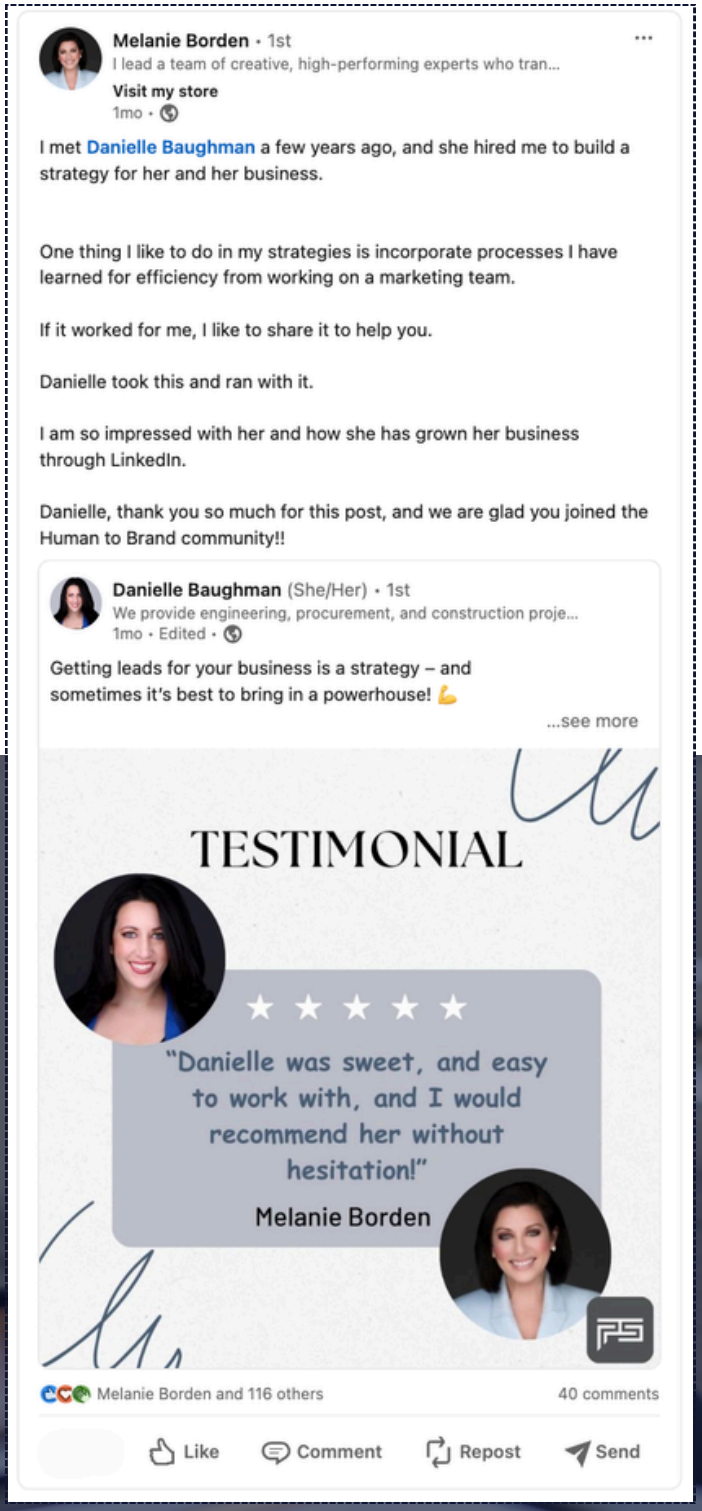
Spread the Love!

Assess your audience — have you made a new connection lately?

- Has a client left a raving review?
- Did someone in your network share your latest post?

Write up a heartfelt appreciation post expressing your gratitude and tag them.

Let your connections know just how much their efforts mean to you while simultaneously repaying the favor by getting more eyes on their profile.



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Chapter 2:
Send a Warm Hello

Build Love on LinkedIn

LinkedIn now has over 1 billion members using their platform, which means there is an abundance of incredibly talented people out there to press ‘connect’ on.

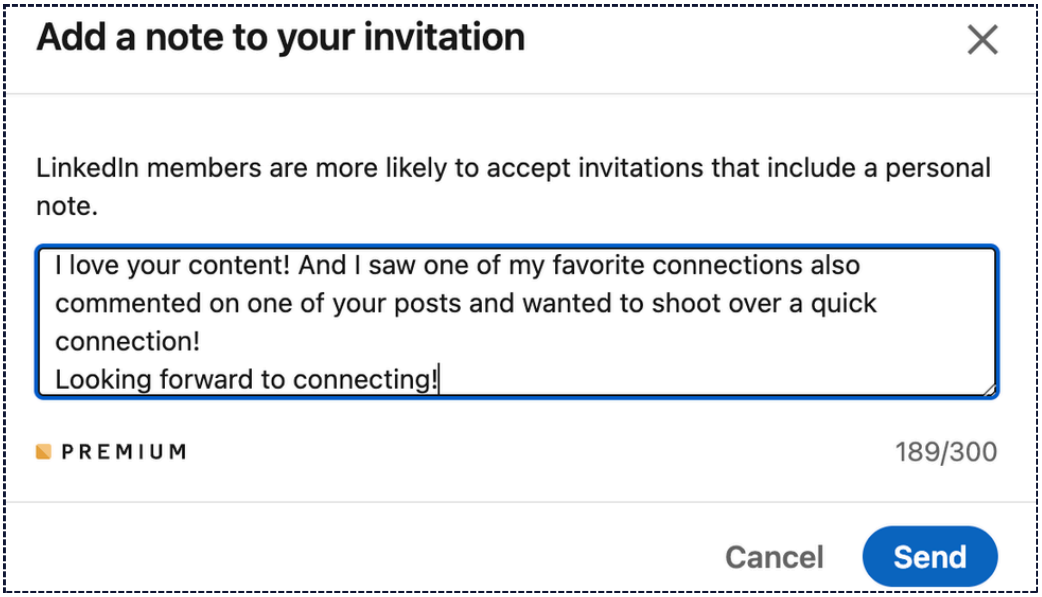
- Go the extra mile and stand out from the crowd by sending a warm hello.
- Lead with value and show you’re truly interested in cultivating a real relationship.

You never know what powerful opportunities await inside each inbox!



Share Your Roses

Connecting on LinkedIn is better than a box of chocolates; it holds the sweet chance to connect with people just like you! By building connections with peers, industry professionals and specialists, you’re not just mingling - you’re building connections as valuable as a dozen roses. Networking allows you to stay up to date on all the latest industry trends and insights within your field. Creating a love story of professional growth!



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Connections: Much Like A Blind Date

Is it okay to connect with “strangers” on LinkedIn?

Absolutely!

Consider this: You’re back in your middle school home room and everyone is passing out their cards - do you only exchange cards with those you already know? Probably not! Similar to a networking event, the goal is to create new connections and build your professional love story.

Diversifying your network can unlock various opportunities, from potential collaborations to career advancements. When connecting with someone unfamiliar, personalize your request with a friendly message, showcasing genuine interest in establishing a meaningful connection.

Just as you wouldn’t limit Valentine’s Day cards to known peers, avoid limiting LinkedIn connections to those you already know. Networking is about building relationships and mutual benefits, so embrace the opportunity to expand your network. You never know what career opportunities that “connect” button holds.



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Chapter 3:
Post & Share Value-Rich Content

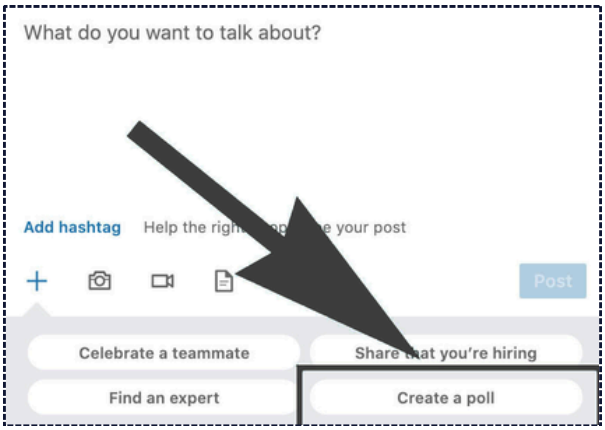
Craft your Love Story

Always post content that is centered on serving your community at the highest level. And share posts from your community members to put them in the spotlight, too! We love using occasional surveys to capture our audience's goals so we can create content that will help them achieve.

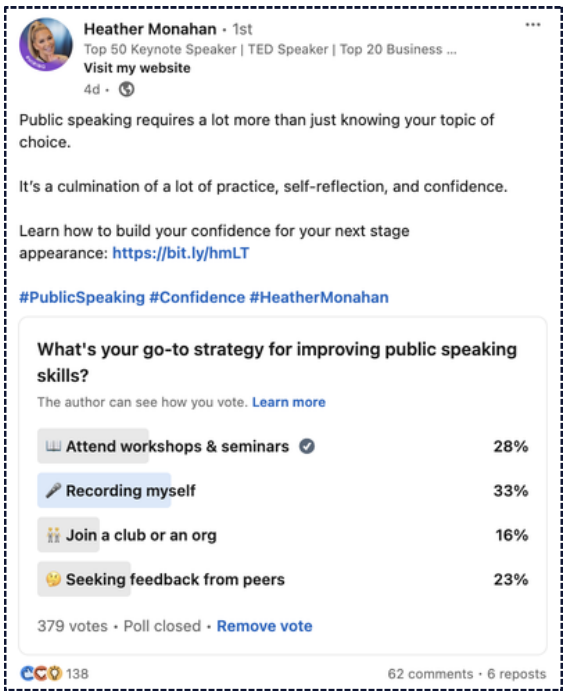
By showing your unwavering support and commitment to your community's success, you will naturally acquire their trust and respect.

The Love in Feedback

LinkedIn Polls are a dynamic feature on the platform that allow us to create short, interactive surveys to engage with our network. These polls are designed to be concise, typically consisting of short multiple-choice questions, making it easy for your connections to participate with minimal effort. Not only are they easy to create and customize, but they offer valuable and timely feedback directly from your audience. Allowing us to improve content strategies and better our engagement.



Now, let's discuss how to create your poll. First, choose a clear and concise topic. Then, craft up to four relevant options for your network. Adjust all settings and select your poll's duration (from 24 hours to two weeks). Once all that is set, share it with your network - don't forget to share it on your groups, consider paid promotions, etc. Now you can post your poll. Then, remember to analyze all responses and enjoy engaging with your audience!



The engagement generated through polls can also boost your visibility on the platform! When connections interact with your poll, it appears on their network's feed, increasing the reach of your content.

Looking forward to responding to your next LinkedIn poll!

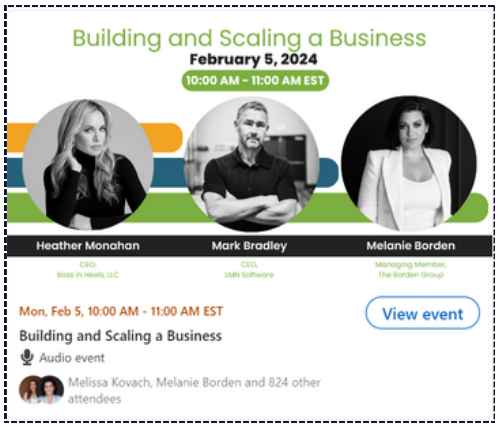
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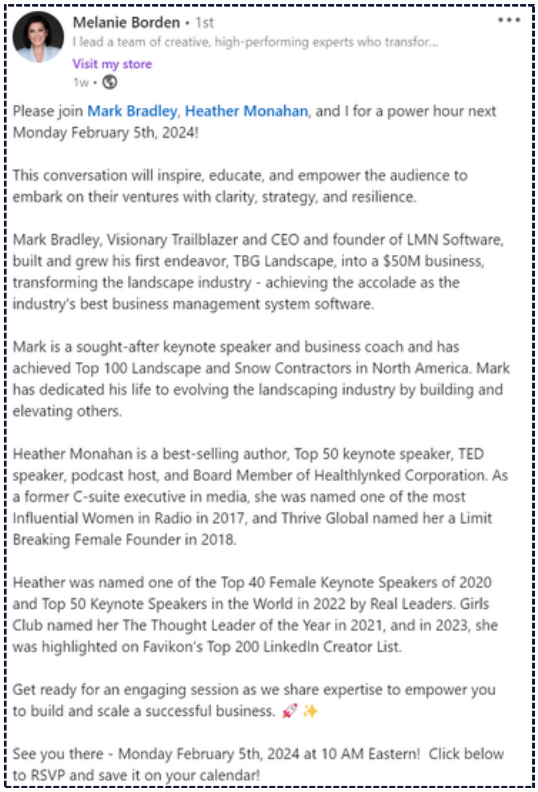
Core 4 Essential Content Pillars to your LinkedIn Strategy -
Educational, Promotional, User-Generated, and Personal

- **Promotional:** Content about your products and services.

Types of Posts:

- Webinars and podcasts featuring you.
- Services provided (coaching, training, facilitation)
- Products used by you or your clients
- New partnership announcements
- Company milestones and new service launches



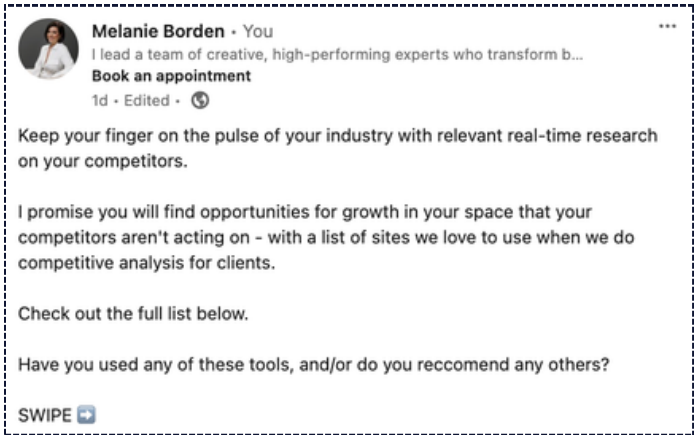


- **Educational:** Content that aims to bring value to an audience by teaching them something new.

Such as: news, new / trending topics in the leadership and development industry, foundational leadership strategies, how-to's, guidance strategies, strategies to build your leaders, strategies to lead a team, etc.

Types of Posts:

- Quick how-to guides and post-tutorials
- Strategies for leaders
- How-to guides for managing teams
- News alerts in leadership and development
- Personal viewpoints on development industry trends
- Insights and foundational strategies for team building

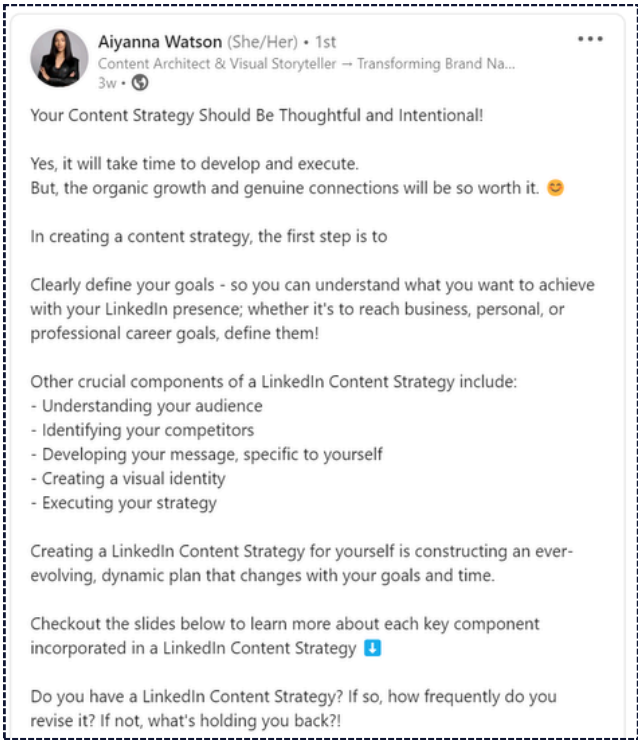


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Core 4 Essential Content Pillars to your LinkedIn Strategy -
Educational, Promotional, User-Generated, and Personal

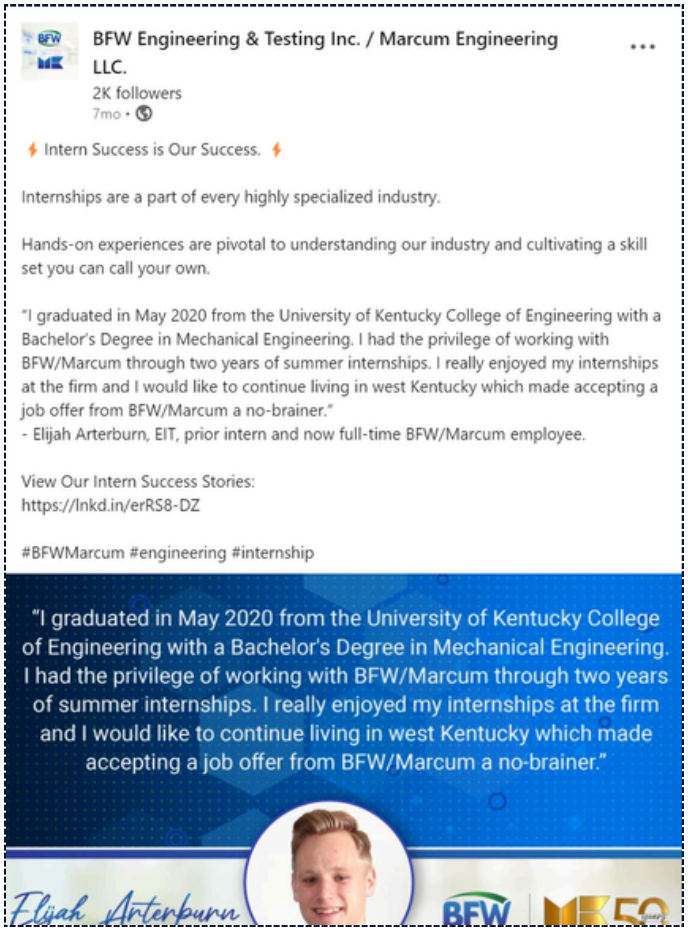
- **Personal:** Content that aims to showcase your experiences and empathize with your audience. Personal marketing is the process of building your image and brand. This type of content is based on marketing yourself and what you do (your business) so that you can gain respect, authority, followers, and connections, and hit specific goals for your business.

  Types of Posts:
  - Quick how-to guides and tutorials
  - Strategies for leaders
  - How-to guides for managing teams
  - News alerts in leadership and development
  - Personal viewpoints on development industry trends
  - Insights and foundational strategies for team building



- **User Generated:** Content that is created by users of your products / services that are transformed into promotional content for your brand. This can include anything from customer reviews and testimonials to social media posts and user-generated videos.*

  Types of Posts:
  - Testimonials
  - Posts by clients / customers that you've repurposed, etc.



INTERN TESTIMONIALS

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Chapter 4:
Initiate IRL Meetups

Turning Digital Connections into Real-World Friendships

Do you see superstars swirling around your LinkedIn feed who you would love to get to know better? Don't be afraid to ask them to get together outside of the digital landscape.

A coffee, dinner, or fun business event could be a great way to generate new ideas, plan future collabs, and expand your network.



IRL Means Business

In the business game, an IRL (In Real Life) Meeting is a serious game-changer. While virtual chats and remote collaborations have become the norm, there is still a unique power in meeting face-to-face. IRL meetings offer a chance to deepen connections and build trust that for some can be hard to achieve online. The ability to read facial expressions, hear tone of voice, and pick up on subtle cues adds depth and more context to conversations. It allows for a more authentic interaction, building a sense of collaboration that goes beyond what can be conveyed through a screen.

In-person meetings also lead to more fruitful brainstorming sessions and creative collaborations. Being in the same physical space can spark creativity and innovation in ways that digital platforms sometimes struggle to replicate.

While virtual meetings are convenient and have their own benefits, the power of face-to-face interactions remains unparalleled in building strong relationships and driving impactful outcomes. So, next time you have the opportunity for an IRL meeting, embrace it as a chance to make a lasting impression and set the stage for meaningful connections to flourish.

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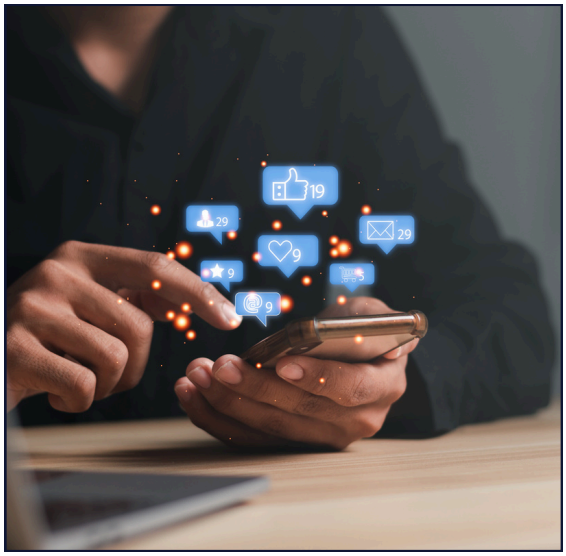
Chapter 5:

Consistently Engage



Don’t Post and Ghost!

We get it, the “post and ghost” method is certainly alluring when things get hectic. But we promise you, blocking off even just 15 minutes a day to engage with your community’s reactions to your posts, commenting on and engaging with their posts, will go a long way.



Building Trust and Loyalty One Interaction at a Time

Taking the time to interact with the community you have built is crucial! Consistently engaging with your network can truly make a difference in how you’re perceived online. By engaging with your network and responding to their comments/posts you show that you genuinely care. This not only strengthens these relationships, but fosters that sense of community, building trust and overall loyalty. Remember, LinkedIn is all about collaboration and making impactful connections. Don’t miss out on the opportunity to authentically engage with your community. A little bit of effort each day can go a long way in making a positive impact within your network. You never know what fun conversations you’re missing out on!

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Show the Face Behind the Business

It's important to understand that your network is not only connecting with your business, but with you as well - they want to see who YOU are.

The professional network aspect of LinkedIn often scares most away from posting. However, a professional post can still be as personable and -YOU- as the ones on your personal platforms. Not only that, but on LinkedIn audiences tend to interact most with personal and social posts, like those with pictures, personalized attachments, videos, and hyperlinks.

Trust us, there is always a way to personalize your professional content to be more true to you. First, it's important to incorporate your own voice and personality into your posts. This not only helps to humanize your brand but also strengthens the connection you have with your network. Keep in mind that authenticity is key for building an impactful community on LinkedIn.

Before clicking that blue "Post" button, make sure to ask yourself:

- What will my clients/employees/peers think when they see this post?
- Does this post reflect my values and professionalism?
- Will this post spark a conversation or engagement within my network?
- How can I add a personal touch or story to make this post more relatable?
- Am I providing value or useful information to my network through this post?

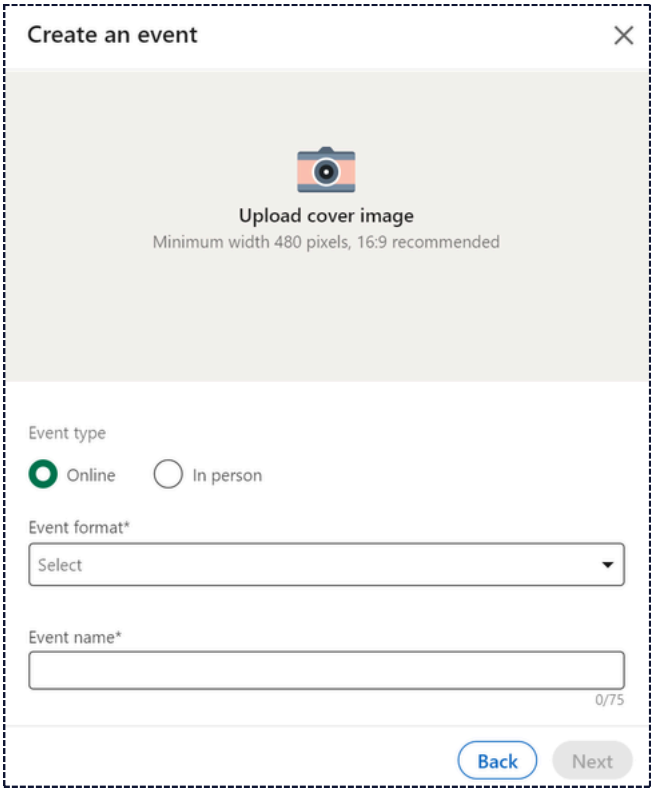
So, don't be afraid to show the person behind the business and let your unique personality shine through your LinkedIn posts.



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Chapter 6:

Participate in LinkedIn Events



Leveraging LinkedIn Lives

In the dynamic landscape of professional networking, LinkedIn Lives are a powerful tool to create real-time connections. As audiences look for more authentic yet immediate interactions, embracing audio events can be a game-changer for not just your network - but your personal brand!

LinkedIn Lives can provide you with a platform to showcase your expertise in a real-time and more unscripted way. Whether you're discussing industry trends, sharing insights, or discussing valuable tips and tricks, your audience can witness your knowledge in action. Showcasing expertise in real-time builds credibility and trust - establishing you as a thought leader in your field!

Connections Through Live Engagement

LinkedIn lives open up excellent opportunities to make meaningful connections through shared passions. Attend in real time and presence yourself in the chat.

True engagement will not only support the host, but it will also enhance visibility and attract new aligned connections into your network.

(We love audio events!)

←---------- HOW?



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"The things that make us different — those are our superpowers."

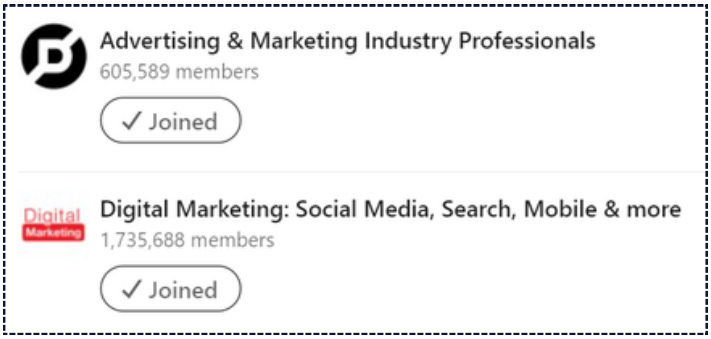
— LENA WAITHE

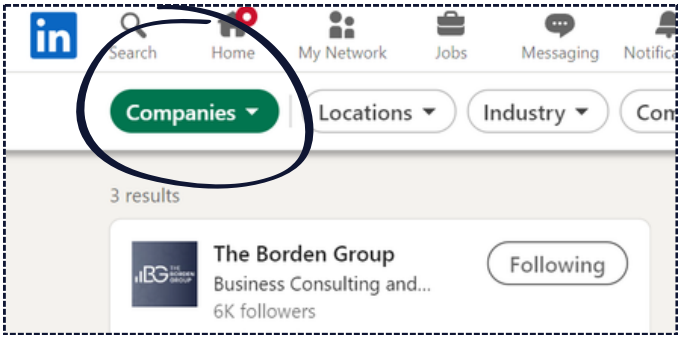
Chapter 7:

Collaborate Creatively with Your Industry

How can you optimize your skill set and contribute your unique talents in a bigger way?

Leverage LinkedIn groups, searches, and articles to niche down and find other experts in your industry you can partner with. Together you can co-host live events or masterminds to better support your colleagues. This is a powerful way to establish yourself while taking others up with you.





LinkedIn Groups: A Hub for Niche Networking

Joining LinkedIn groups related to your industry allows you to engage in related discussions and connect with other professionals with similar passions. Actively participating in these groups gives you the opportunity to contribute your expertise, showcase your skills, and connect with potential collaborators (or even friends!). Make sure to keep an eye out for interesting discussions and connect with like-minded folks who share your goals!

Advanced Search: Identify Your Collaborative Allies

LinkedIn's advanced search tool can be useful for pinpointing individuals with similar or complementary skills. Doing an advanced search can narrow down your searches based on things like industry, location, or skill set. This ensures that you connect with professionals who not only enhance your collaborative efforts but also align with your values and goals.

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Chapter 8:

Endearing Endorsements Are Always A Good Idea

Learning LinkedIn's Love Language

Do you have community members who consistently provide exceptional value?

Take a few seconds to endorse their skills and boost their credibility so more people can discover their work.

Endorsements: Skillful Love Letters

The impact of LinkedIn skill endorsements can be subtle yet influential. While recruiters may not solely rely on these endorsements, they certainly add value to your profile. Located in the Skills & Endorsements section, right under Education, endorsements serve as one of the first impressions on your profile – a strategic placement highlighting their significance. Consider this section a canvas for showcasing your abilities, with your LinkedIn connections acting as witnesses to your expertise.



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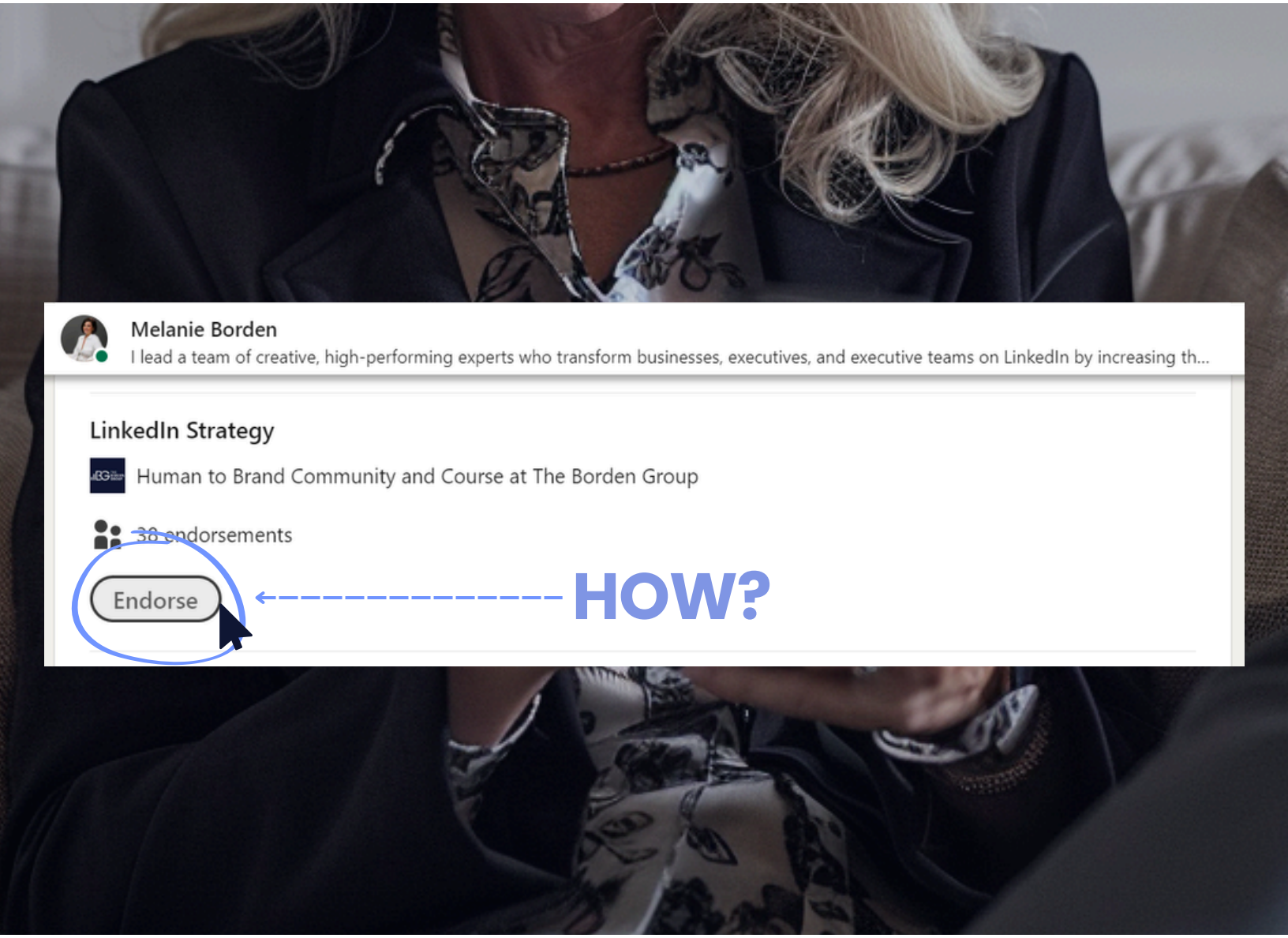
The Ripple Effect

An effective method to start getting some skill endorsements on LinkedIn is trying to start a ripple effect - do this by endorsing others, prioritizing those who have witnessed you using your skills. Starting by endorsing some of your colleagues or past peers is the quickest way to generate more endorsements.

When endorsements are added to a LinkedIn member's profile, they receive an email notification, which can help increase your visibility. Endorsing them not only shows your support for their skills, but it also encourages them to return the favor. Building a strong network of endorsements not only shows credibility but also increases your visibility on the platform.

Take a moment to show some love on your peers profile by endorsing some of their skills. Acknowledge their talents and watch as your own endorsements grow in return!

A little recognition can go a long way in the world of professional networking!



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Chapter 9:
Make Meaningful Introductions

From LinkedIn with Love

The beauty of LinkedIn is its incredible reach. You have access to connections all over the globe. Since there are billions of members out there, it's nearly impossible to meet everyone. So if you come across connections who seem to share the same values, passions, and interests, introduce them. Hey, we love playing Cupid every once in a while!

Request Notes: LinkedIn Love Letters

When requesting people on LinkedIn you get a certain amount of chances. Ignored or declined requests limit your next messaging options, making that initial approach crucial!

This limited amount of opportunities highlights the importance of leaving a request note. But how do you write a compelling request note? In my experience, I find it best to make it both personal and relevant. Oh, and all in just 300-characters...

Crafting a request note that says enough about you, with a 300-character constraint calls for balance. To help, when drafting your note ask yourself:

- Why do I want to connect?
- How does our connection hold relevance?
- What am I hoping flourishes from this connection?

Asking yourself these questions will guide you in tailoring a request note that stands out. Remember, being genuine and concise is key. Highlighting common interests or mutual connections tends to establish some rapport. It's important to emphasize what makes you unique and the value you can bring to the newfound connection. Keep it professional yet friendly, and always consider the other person's perspective. By taking the time to craft a thoughtful request note, you increase your chances of making a meaningful connection!



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Chapter 10:

Humanize your Responses

Cupid's Arrow: Aim to Share Your Personality

Leave behind the generic 'copy and paste' responses and craft comments that hold value.

Lean into what's actually being said and how you can add to the conversation.

Leverage the comments you're receiving as a gateway into understanding your audience on a deeper level – ask questions, get curious!

Whatever you do, please don't use AI to comment!

AI comments are super recognizable.

They're robotic, repetitive, and often use the same recognizable tone and language in the generated responses. Most times, people copy the post, paste it into the AI, and the AI regurgitates the post in the comment response.

It comes across as inauthentic - and that's the opposite of our golas on LinkedIn!

OFFICIAL INVITATION
We are officially inviting you as a keynote speaker for the upcoming International Conference.
As a international keynote speaker, you can share your insights, views and knowledge with our conference attendees (mostly teachers). Your speech on any topic as per your interest (for 30 min).
We hope you will accept the invitation for the International Conference.
We will be very glad to welcome you as the keynote speaker for our International conference.
Thanking you.



Michelle Pecak (She/Her) • 1st 1d •••
Connector | Visionary Leader | COO | Pr...

I had a similar journey Melanie Borden / not everyone is my people and I had to get OK with that.

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Chapter 11:

Prioritize Prompt Replies

Don’t become a Missed Connection

DMs piling up and comments going on read for days aren’t the best image builders.

We know life gets busy which is why we recommend scheduling time in your calendar for comments, networking, and messages alike so you’re consistently circulating within your network and never giving off the impression that you don’t care (because we know you do!).

Set aside 15-30 minutes per day to go through your notifications and your inbox.

Respond to:

- Connection Requests
- Comments
- Reposts
- DMs

Staying active in these areas will make the engagement you receive more manageable for yourself. It will also show your network, specifically those engaging with your content, that you truly care about their presence and activity on your content and your profile.

Keeping up with your network not only builds your network’s trust and relationship with you and your brand, but it also shows LinkedIn that you love their platform!

Showing LinkedIn love results in the algorithm showing you love and pushing your post to more viewers. You’ve got to give some love to receive some love!



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Chapter 12:
Write a Review

Share the Love: Tell Your Network!

If you've recently attended a high-powered LinkedIn event, joined an enriching masterclass, or received exceptional mentorship from a colleague, offer to write them a review.

We know how crucial a credible online presence is in this day and age, they'll be extremely appreciative of your positive feedback!

Here are a few templates you can use to post a review:

Post Template:
I had the best meeting with [name and company name] at [conference & year]!

I learned 3 things fom our meeting:

[Learning]
[Learning]
[Learning]

Schedule time with me to learn more about [topic]!

Link in comments.

Did you attend [conference]?



Post Template:
[Conference/Course/Service] was amazing!

@[Reviewer Name, title, and @company] said about our meeting:

[Insert Review/Quote]

Did you attend [Conference & Year]? #[conference hashtag]

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Chapter 13:

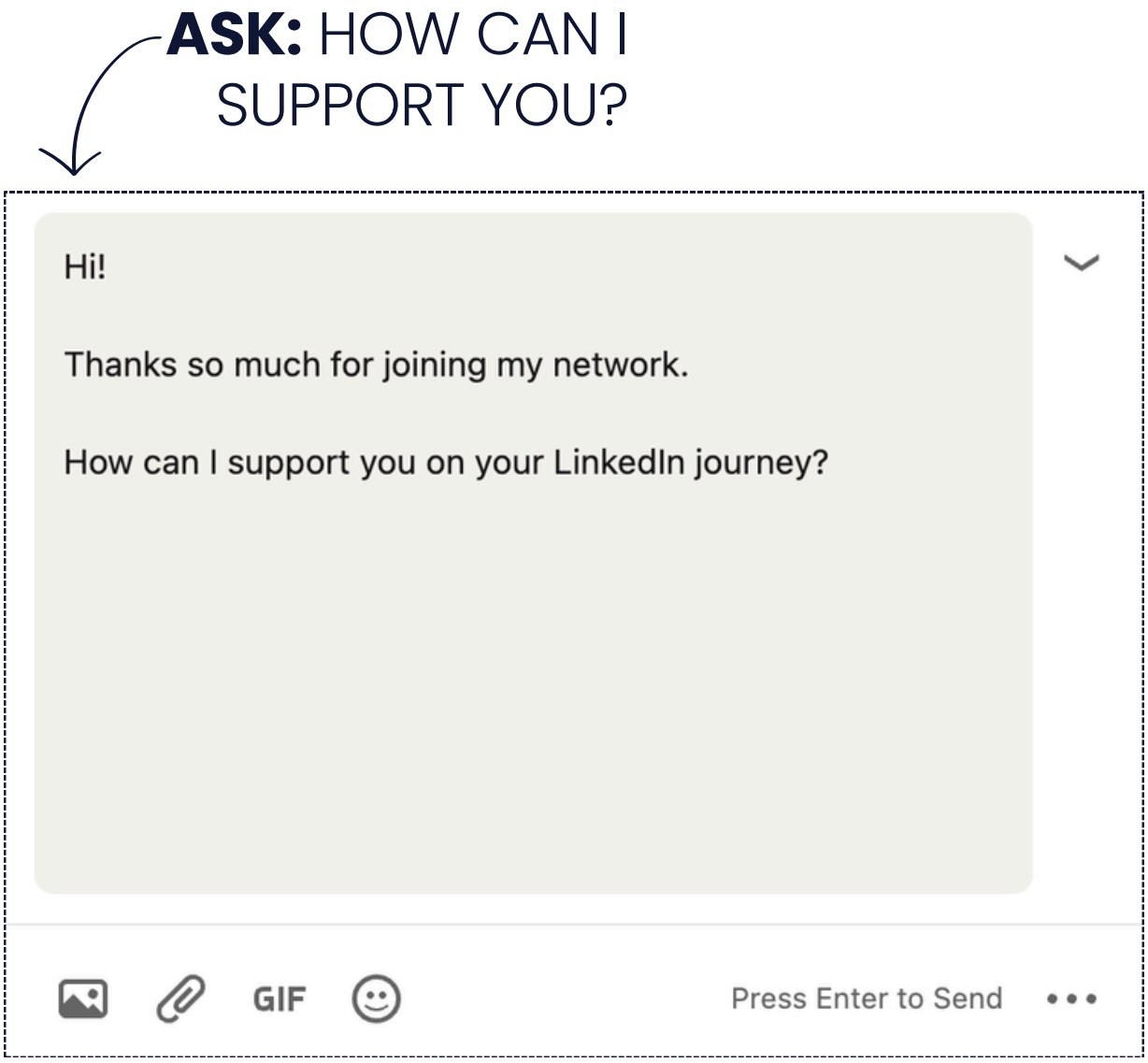
Ask How You Can Support

The Heartbeat of your Network: Where can you spread some love?

Don't always assume you know what your community needs from you, reach out and ask!

This way you can optimize your time and efforts to truly make an impact. Asking for what we need, or asking how we can support others, is a superpower that collapses the gap between point A and point B.

Use it!



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"If you love gardening or you love to cook or you love interior design, show your followers. It gives them a better sense of who you are. It shows all these facets of your personality."

— EVA CHEN

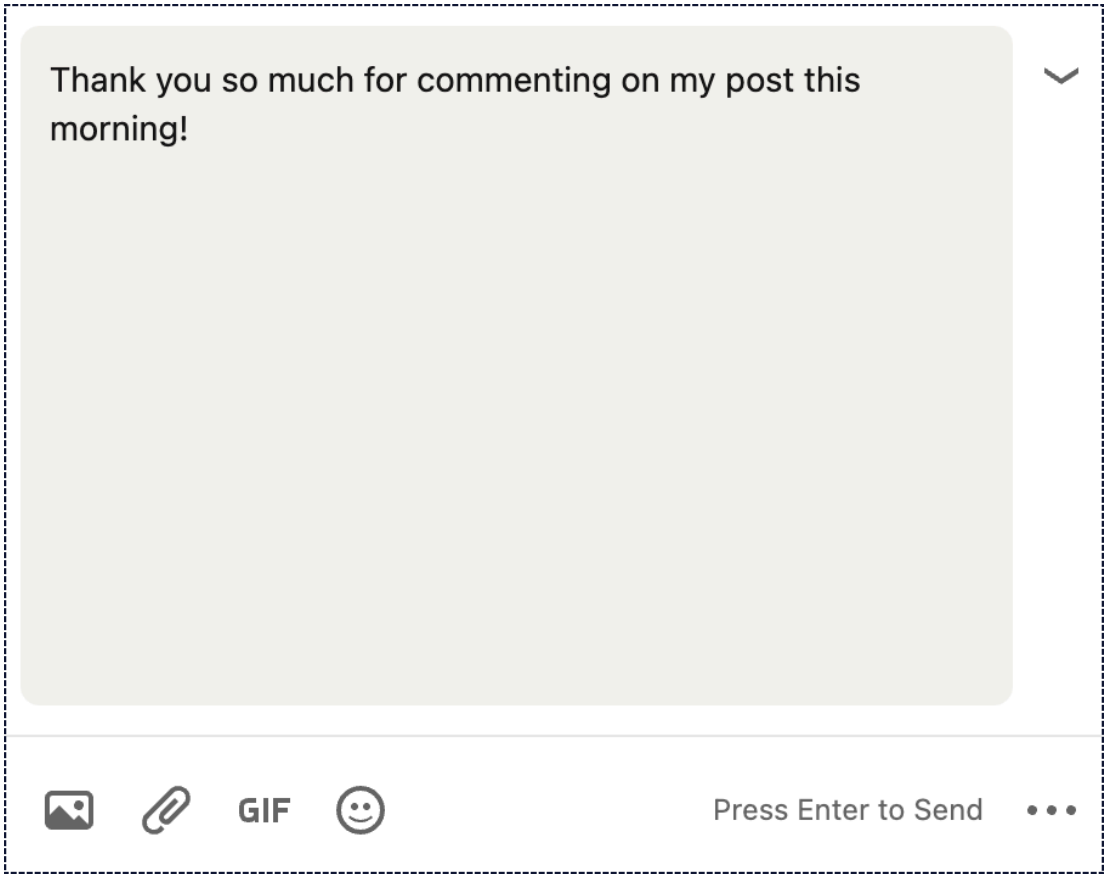
Chapter 14:

Thank Those Who Engage With You

Sending Love Notes: Thank your Network

Everyone wants to feel seen!

Take a minute to send a quick ‘thank you’ message to anyone who has liked or commented on your latest post. This simple act shows immense appreciation your network can feel.





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Meet Melanie Borden

Founder, The Borden Group



Where it all began

Visibility isn't luck — it's strategy. I build visible leaders and trusted brands that drive credibility, opportunity, and growth. Hi, I'm Melanie. Not too long ago, everyone around me was losing their job, and I didn't know where I'd turn if I lost mine. So, I turned online. Today, I help professionals, founders and executives stop underestimating the value of what they know and turn their real expertise into searchable, trusted authority by structuring their thinking so it's understood by both people and AI. I've been recognized on Favikon's Top 200 LinkedIn Creator List and Sales Intel's Top 300 Women Making an Impact in B2B SaaS. Seen in places like Entrepreneur, LA Weekly, New York City Biz List, New York Weekly, and The Wall Street Journal. I'd spent years in sales and marketing building for tech companies, retail brands, and high-growth startups, so I leveraged those same frameworks to build my own. It worked. I grew my visibility, reach, and revenue — and discovered that building an executive brand isn't about vanity. partner with professionals, executives, founders, nonprofits, and leadership teams across industries — from emerging tech to investor-backed enterprises — to build executive visibility systems that generate measurable business outcomes.

What we do at The Borden Group is a full-scale visibility and go-to-market strategy — grounded in lived experience — that combines strategy, creative, and execution. Today, visibility is decided by both people and machines. I integrate an AI-first layer into every engagement so your expertise is findable wherever decisions start. We partner best with teams ready to move fast, stay consistent, and translate brand presence into pipeline results. If you're a professional, founder, operator, or investor ready to grow your company and your credibility, let's connect.

For more insights and resources,
visit my website at www.humantobrand.com or www.melanieborden.com

Bonus Tactic!

LinkedIn Collaborative Articles

Sprinkle some Confetti: Give Your Network a High-Five!

LinkedIn Collaborative Articles are an excellent way that you can share some love with your network. If you missed our last eBook, Guidebook for LinkedIn Collaborative Articles, check it out!

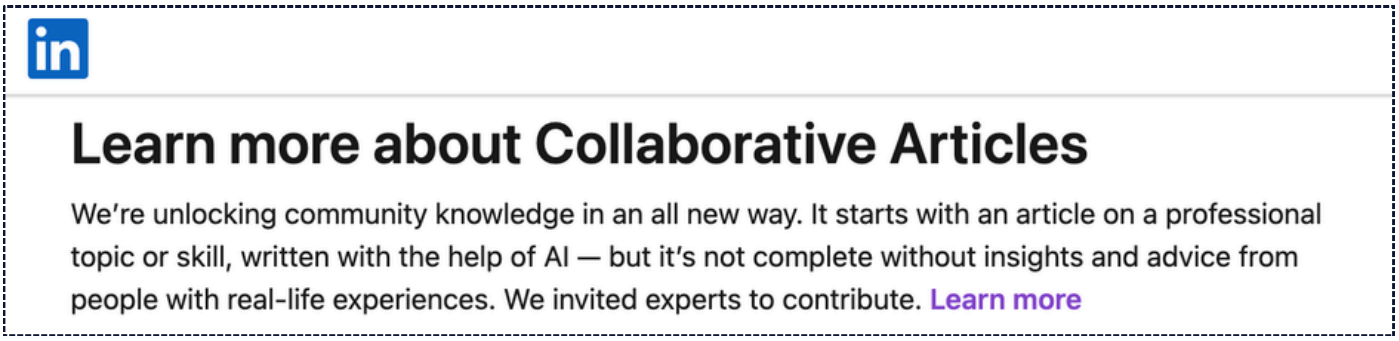
If you're contributing to collaborative articles, chances are, so are the people in your network. So, go ahead and like all of the articles that you are contribute to. Your network will see them in their feed, which will encourage them to engage with the articles, and your contributions, as well.

In that same vein, what works for you will also work for someone else!

If you see other individuals who are already commenting and collaborating on the articles, and they're within your network or industry, engage with their content as well.

Why not? Spreading kindness goes a long way on LinkedIn - and in life. You'll start to see how quickly others will respond to and support your content as well.

If you want to learn more about LCAs check out one of our other eBooks here!



We're excited to see the love light up LinkedIn in the coming months! Be sure to share this article to keep the momentum going and invite others into this positivity movement, too. Together we will achieve so much more than we could ever imagine on our own.

LET'S GO!

Want to learn more about this topic?

Make sure to follow Melanie Borden and The Borden Group on LinkedIn.

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