Shifting attachments to social groups are a constant in the modern era. They are especially pronounced in the contemporary workplace. What accounts for variation in the strength of organizational identification? Whereas prior work has mostly focused on explaining variation between individuals, we develop a network-analytic theory of within-person changes in identification. We hypothesize that identification is positively related to occupying positions characterized by local clustering—having contacts who are mutually interconnected—and global bridging—having contacts who are disproportionately connected to individuals beyond a focal actor’s direct reach. We use the tools of computational linguistics to develop a language-based measure of identification and find support for the theory using pooled data of internal communications from three disparate organizations.