

Networking

Why Network

- Meet people in your field of interest: *Common interest and goals*
- Exchange info about your field, industry, or job: *Networking is a two way street*
- Establish career-long relationships: *Shouldn't end once you "get that job"*
- Gain advice regarding your career or job search: *Tips from someone in your field*
- Discover a mentor (LinkedIn CDC Mentor Network): *Can give you valuable advice for your career*
- Find a job: *The ultimate, but not the only goal*

Preparing to Network

- Start Close to Home: *Friends, Family, Classmates, Mentor Network, LinkedIn*
- Mention what you're interested in to everyone: *The dentist, the hair stylist - you get the idea*
- "Do your homework": *If you know who you will be networking with, know your stuff*
- Know your resume: *Know your skills and accomplishments*
- Be prepared with questions: *Also ask questions that come naturally during the conversation*
- One Minute Commercial/Elevator Speech: *Sum up "tell me about yourself" in 1 minute or less*
- Dress appropriately: *Know the setting of the event/situation, you can always ask - play it safe*
- Formal Networking Events vs. Everyday Networking: *Networking happens everywhere*

Maintaining Your Network

- Inquire about additional contacts/referrals: *Keep the network growing*
- Send thank you letter/e-mail: *Important step, that doesn't take too much effort*
- It's crucial to keep track of everyone you contact: *Stay organized*
- Periodic check-ins/updates with contacts: *Even when you aren't in a job search!*
- Nature of networking changes during your career: *Becomes more of a give-and-take*
- **Follow-up!** *The key to networking and the job search is follow up - have you followed up?*

Working the Room

- Join in a group conversation: *Walk up, listen, comment – don't change the subject*
- Spend more time listening than talking
- Asking for "advice" can help get the conversation going
- How to bring up the fact that you're in a job search?: *Don't make a hard sales pitch - ask what they do, and often the question will be returned; this can be your chance to announce that you're looking for a new challenge*
- Exchange contact info; then leave the topic of job-search: *Hand out your business card, not your resume*
- In general, a networking conversation should last only ten minutes: *Don't overstay your welcome*
- End of the event: *Make sure you have talked to everyone you intended to (but don't be the last person to leave), say goodbye to the host and contacts you want to keep in touch with*

Professional/Social Networking Sites - A Networking Tool

Think about how you can promote yourself on-line: *Website, blog, on-line portfolio, networking sites.*

- **LinkedIn** - Create a professional online presence
- **Facebook/Instagram** - If used properly, can be a networking and promotional tool
- **Twitter** - Build your personal brand and connect with people and organizations

The Key to Networking is Follow-Up!