Networking
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Networking is like turning yourself into a search engine. It is connecting people with others in search of their services or products. When you help someone get what they want, they will want to help you. Networking is learning about and helping others. If you are in a social setting, ask if you could call them another time to discuss business. Always ask permission before exchanging business cards.

Easy Steps to Networking

1. Opening Lines/Ice Breakers
   ◆ I’m new here. What can you tell me about this committee?
   ◆ What brought you here?
   ◆ Tell me about yourself? What business are you in?
   ◆ What do you like about participating with this organization?

2. Have a 30 Second Commercial that Tells What You Do
   ◆ Does it state what you want to be known for?
   ◆ Will it make the other person ask, “How do you do that!”?

3. “Get to Know You” Questions
   ◆ Why did you attend this event?
   ◆ I see you work for ___. What do you do there?
   ◆ What do you like most about your work?
   ◆ What are your interests outside of work?

4. Exit Strategies
   ◆ You’ve been interesting to talk with. I’ll let you have an opportunity to talk with others.
   ◆ Thank you for sharing information about ____. It sounds exciting.
   ◆ I’ll see you again. I’ve enjoyed hearing about your company.

Networking Do’s 👍 Networking Don’ts 👎
Networking: The Hidden Job Market

Looking for a job? Many of all available jobs are never advertised in any print media. So how can you learn about these “hidden” jobs? The answer is networking…

What is networking?

Networking accounts for a substantial amount of all career placements. It means using personal and professional contacts to help you become aware of positions that may be open within a variety of organizations.

The Purpose of Networking

Through the process of networking you can let people know the following:

- You are actively looking for a job.
- Your skills.
- What type of career you are seeking.

The people in your network may be able to refer you to organizations that are currently hiring or even help you to get interviews or actual job offers.

Who’s in Your Network?
As a college student, you may think that you have no contacts that can help, but everyone you know has the potential to be a useful contact in your job search. Be inclusive when you decide who is a member of your network!

Consider starting with:

- Relatives
- Friends & acquaintances
- Classmates, team-mates & co-workers
- Supervisors
- Colleagues from professional organizations and religious groups
- Former teachers and faculty
- Joining LinkedIn, SPARK, Motor City Connect

Let these people know your needs; then listen to their ideas and suggestions. Ask them for names of others who might be helpful in your search.

**Develop a Tracking System**

Develop a record keeping or card filing system for keeping track of each phone call, letter, interview, follow-up, or promise. Without this, you may soon become quite confused.

**Be Professional**

Effective networking can be a tremendous boost to a job search, but employing inappropriate techniques can cause you to lose valuable opportunities. As long as you approach people to whom you are referred in a professional and courteous manner, most people will be willing to share information because they like to help others and/or they want to stay “well connected”. When speaking to a contact to whom you have been referred, mention the name of the person who referred you early in the conversation.

**Return the Favor**

Also remember that networking is a two-way street. You are developing a network of people to help you, and you should expect to return the favor. You might do the following:

- Send an article on a topic of mutual interest.
- Offer to treat them to lunch.
- Send a simple thank you note to individuals who have been particularly helpful.

When your job search is concluded, let them know that you have obtained a position and thank them once again. Then, keep in touch with them periodically. They can be vital to your future professional development.

If you have further questions about networking, contact your Career Services Center.
How to Network Professionally Online

Networking has always been the number one tool to finding a job, but it has never been as important as it is today with the competitive nature of the job market. With LinkedIn, the world’s largest professional online network, building your network is at your fingertips. Follow these easy steps to get connected now to turn those connections into opportunities.

1. **100% complete = 100% more likely to get noticed**
   You can’t build connections if people don’t know you exist or see what you have to offer. Your LinkedIn profile is your online business card, your resume, and your letters of recommendation all in one. Don’t be shy: users with complete profiles are 40 times more likely to receive opportunities through LinkedIn.

2. **You’re more experienced than you think**
   Complete profiles are important because the more information you provide, the more people will find reasons to connect with you. Think broadly about all the experience you have, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone’s eye.

3. **Use your inbox**
   Contrary to popular belief, networking doesn’t mean reaching out to strangers. The best networks begin with those you know and trust, and then grow based on personal referrals. Start building your LinkedIn network by uploading your online address book and connecting to friends, relatives, internship colleagues, and professionals you know in the “real world.”

4. **Get personal**
   As you build your connections on LinkedIn, always customize your connection requests with a friendly note and, if necessary, a reminder of where you met or what organization you have in common. If you’re being referred by a mutual friend, write a brief introduction of who you are and why you’d like to connect. Your personal message will be noted.

5. **Join the “in” crowd**
   Another way to form new online relationships is to join LinkedIn Groups. Start with your university group—alumni love to connect with students—and then find volunteer organizations or professional associations you already belong to. As a member, you can comment on discussions, find exclusive job listings, and meet people who share common interests.

6. **Lend a (virtual) hand**
   As you build connections and group memberships, think about what you can do to support other people. Comment on a classmate’s status update, forward a job listing that fits the criteria of a friend, or write a recommendation for a summer job colleague. You’ll find that your generosity is always rewarded. Effective networking begins with helping others first.

7. **Update your status early and often**
   Networking is not just about who you know; it’s about who knows you. Stay on other people’s radar screens by updating your LinkedIn status at least once a week—you can do this directly
on LinkedIn or by linking your Twitter account and marking tweets with #in. Mention events you’re attending, projects you’ve completed, and other professional news.

8. Question (and answer) everything
LinkedIn’s Answers feature is a great place to seek advice from a wide variety of people all around the world. You can also show the world what you have to offer by answering people’s questions about a topic where you have some expertise. The more active you are in Answers, the more people will view your profile and want to connect with you.

9. Do your homework
Before an informational interview, a job interview, or a networking get-together, use LinkedIn to learn about the background and interests of the people you’re scheduled to meet. Access Company Pages to research organizations and their employees, and use Advanced Search to find things you have in common with people you’re meeting.

10. Now step away from the computer...
There’s a perception that young people are only comfortable communicating online, so be sure to support your online networking with real human contact. Set up phone calls, attend live events, and send snail mail notes to people you interact with on LinkedIn. Remember that online methods should supplement, not replace, in-person relationship-building.

How to Build a Professional Student LinkedIn Profile

Think of your LinkedIn profile as an interactive business card. It’s a summary of your professional experience, interests, and capabilities that is designed to attract the attention of important people who are searching for you online — recruiters, networking contacts, and grad school admissions officers. A strong profile is a key differentiator in the job market. So let’s get started...

1. Craft an informative profile headline
Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Student, National University” or “Recent honors grad seeking marketing position.” Check out the profiles of students and recent alums you admire for ideas and inspiration.

2. Display an appropriate photo
Remember that LinkedIn is not Facebook or MySpace. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. Party photos, cartoon avatars, and cute pictures of your puppy don’t fit in the professional environment of LinkedIn.

3. Show off your education
Be sure to include information about all institutions you’ve attended. Include your major and minor if you have one, as well as highlights of your activities. It’s also appropriate to include study abroad programs and summer institutes. Don’t be shy — your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you’ve earned.
4. Develop a professional summary statement
Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Remember to include relevant internships, volunteer work, and extracurricular activities. Present your summary statement in short blocks of text for easy reading. Bullet points are great, too.

5. Fill your “Specialties” section with keywords
“Specialties” is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the LinkedIn profiles of people who currently hold the types of positions you want.

6. Update your status weekly
A great way to stay on other people’s radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you’re attending, major projects you’ve completed, professional books you’re reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call.

7. Show your connectedness with LinkedIn Group badges
Joining Groups and displaying the group badges on your profile are the perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university’s LinkedIn group as well as the larger industry groups related to the career they want to pursue.

8. Collect diverse recommendations
Nothing builds credibility like third-party endorsements. The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.

9. Claim your unique LinkedIn URL
To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to “public” and claim a unique URL for your profile (for example: www.linkedin.com/in/yourname). This also makes it easier to include your LinkedIn URL in your email signature, which is a great way to demonstrate your professionalism.

10. Share your work
A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website, blog, or Twitter feed. Through Applications, you can share a PowerPoint or store a downloadable version of your resume. Include your LinkedIn URL on your resume.

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