



Networking Seminar

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Department of Career Planning
and Development

WHY Network

- “85% of all jobs are filled via networking” — LinkedIn
- “Networking Is Still The Best Way To Find A Job, Survey Says” — Forbes
- “A Successful Job Search: It's All About Networking” — NPR
- “It's all About Who You Know: Networking to Get a Job” — Fox Business



Additional Benefits of Networking

- Explore or clarify your major or career choice
- Get advice about your job search
- Uncover information about a specific job, employer, or industry
- Refine your elevator pitch
- Find customers and investors



Myths about networking



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What is Networking

- Building and cultivating relationships with others for mutual benefit.



Networking Basics

- Business Cards — VistaPrint, Moo
- Elevator Pitch
- Know yourself
- Resume
- LinkedIn / Online Presence



How to Network

- Be friendly and make a connection
- Ask people questions
- Tell people about yourself
- Go places and do things
- Netweave — Offer Help, Connect others
- Overcome your fear of rejection
- Be persistent
- Invite people to get involved
- Follow Up, Follow Up, Follow Up



What Would You Do?

- You attend a networking event. You see a group of folks talking and want to join the conversation. What do you do?
- You attend a career fair. How do you introduce yourself and get a conversation rolling with a prospective employer?
- You find a person of interest online that you think can be beneficial to your career. What is the best way for you to connect with this person?



Social Media Awareness

- **Social Media**
 - = your online business card
 - = employers another avenue for recruitment
- **Facebook**
 - Check your privacy settings
- **LinkedIn**
 - Network, asking & answering questions, and conducting research
- **Twitter**
 - Tailor your content to the audience that follows you
- **Blogs**
 - Contribute useful and relevant content

Tips

- Google yourself
- Develop a professional presence
- Company Tweeter – follow for postings
- Share useful information including articles
- Use social media to prepare for your interview



LINKEDIN.COM

- **What is it?** Business-focused social networking site
- **How to use it?**
 - Professionals: Network, recommendations, and research contacts
 - Companies: Increase visibility, research other companies, recruitment
- **Etiquette**
 - Use introductions carefully
 - Always tell the truth
 - Keep it professional



Who Do YOU Know?

Guest Speakers	Career Fair Recruiters	Current & Former Employers	Local & Professional Organization Members	Career Services Personnel
Alumni	Professors	Relatives & Friends	Classmates	Relatives of Classmates



Opportunities to Network

Career Fairs (research, recruiters)

Information Tables

Information Sessions

All Access Events

Networking with Recruiters Events



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In Case You Snoozed

- Networking is SUPER important.
- Most jobs are filled through a network.
- You should be actively building your network.
- Make sure your online presence is making a positive impression.
- Create a strong LinkedIn Profile.



“Your smile is your logo, your personality is your business card, how you leave others feeling after an experience with you becomes your trademark.”

~ Jay Danzie



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- Explore Careers
- Job Search Strategies
- Handshake
- Cover Letter Assistance
- Graduate School
- Practice Interviews
- Internship & Co-Op
- Career Fairs
- Resume Critique
- Workshops



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