



# Networking Seminar

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Department of Career Planning  
and Development

- [Video](#)

# 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





# What Networking Is NOT

- Using people
- Phony talk/schmoozing
- Asking people for a job



# What is Networking

- Building and cultivating relationships with others for mutual benefit.





# Introductions



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**55%**

How you dress, act, and enter

**38%**

Quality of your voice,  
grammar, confidence

**7%**

The words you choose to say

# First Impressions

# Handshake



1. Good Posture
2. Eye Contact & Smile
3. Use Your Right Hand

4. Firm
5. Two Second Rule
6. Repeat The Name



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# **Develop your pitch**

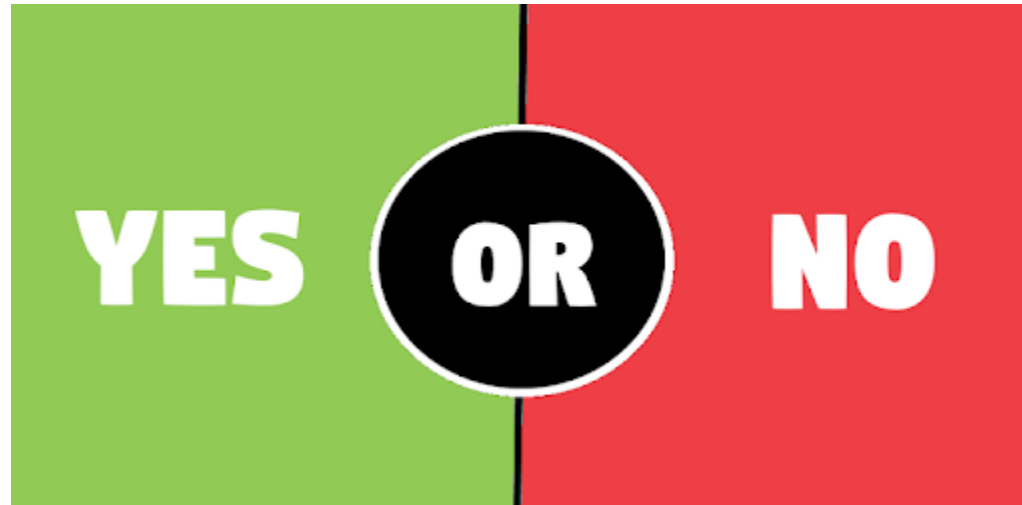
- 1. Where you've been**
- 2. Where you are**
- 3. Where you are going**

**Keep it brief! No more than 25-30 seconds!**



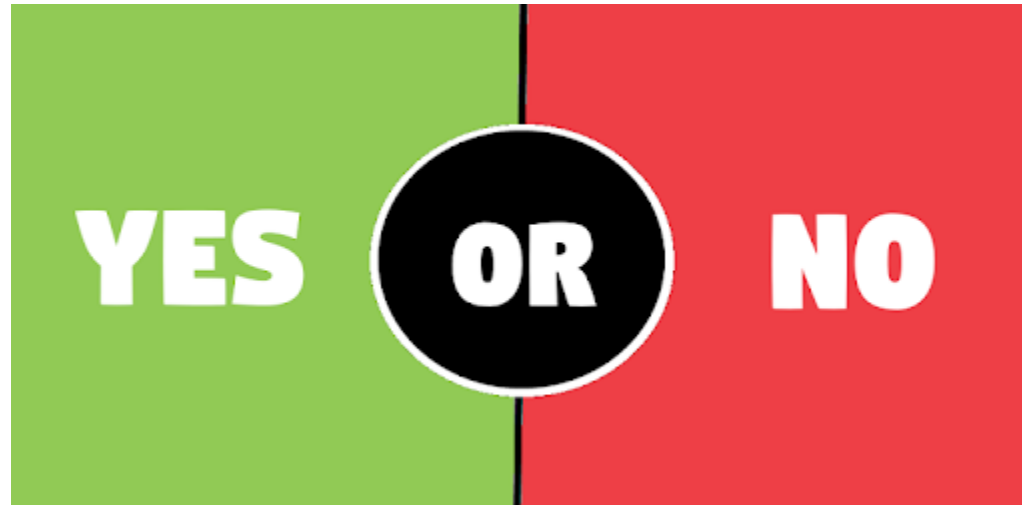
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# Would YOU Ask This Question?



What's your (zodiac) sign?

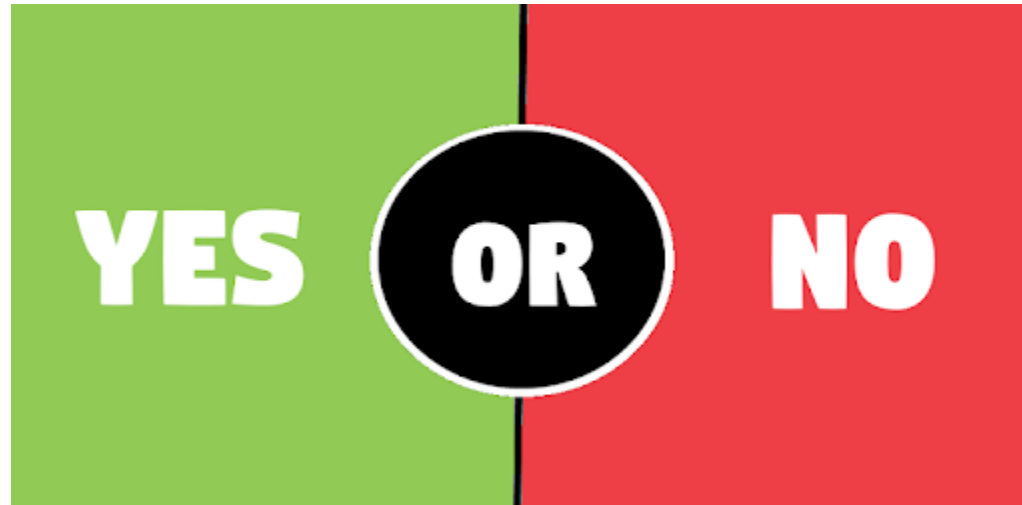
# Would YOU Ask This Question?



What do you like doing outside of work?

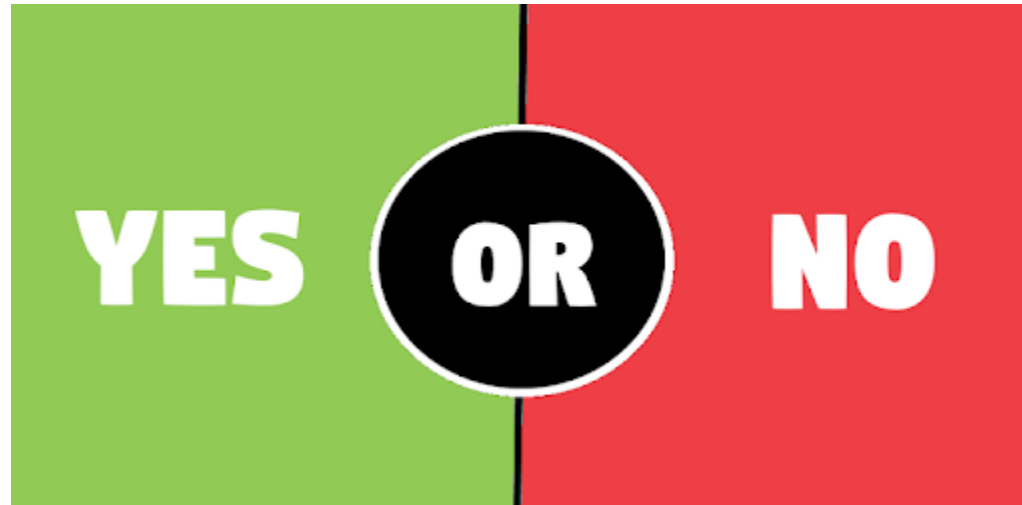


# Would YOU Ask This Question?



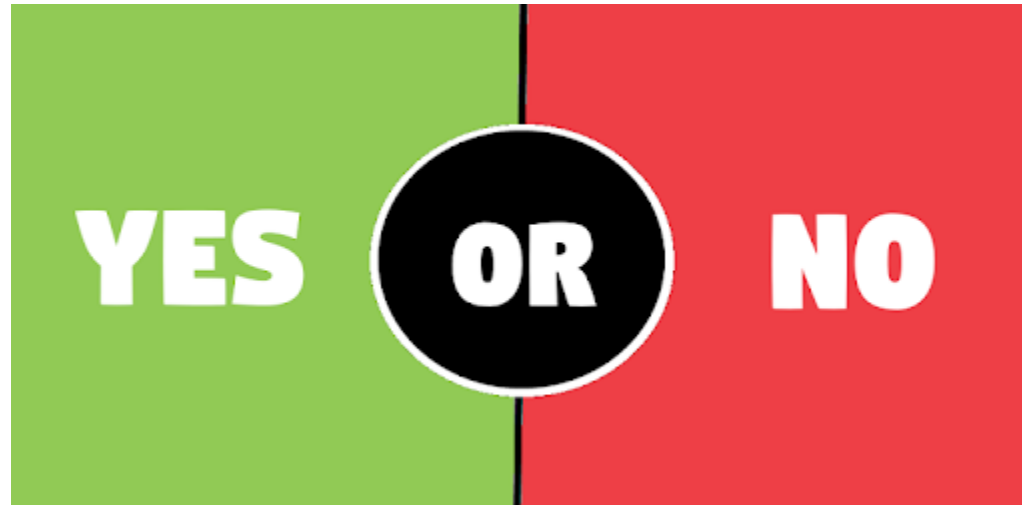
Would you tell me your name again?

# Would YOU Ask This Question?



What do you like least about your job?

# Would YOU Ask This Question?



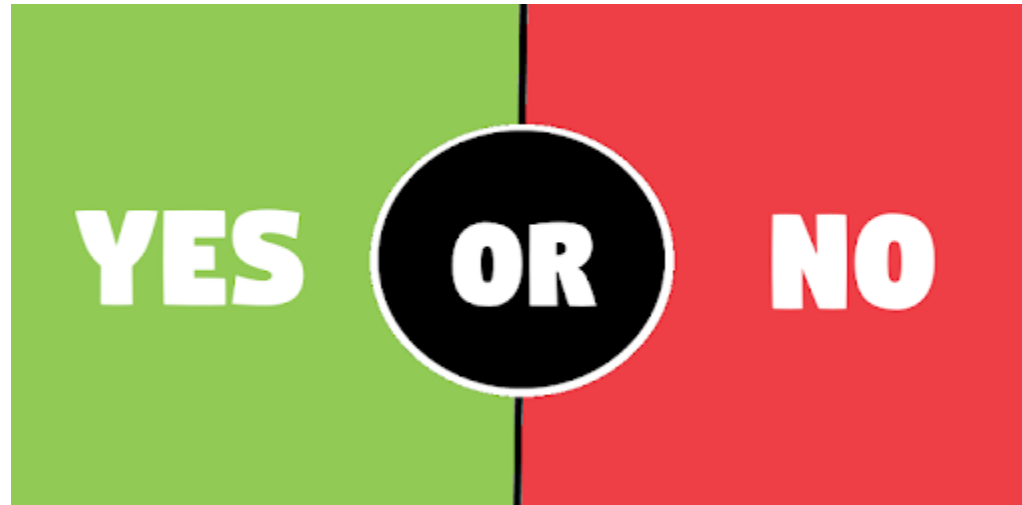
Do you mind if I ask how old you are?

# Would YOU Ask This Question?



What do you do?

# Would YOU Ask This Question?



Where are you from?

**F**amily **O**ccupation **R**ecreation **D**reams



## The Art of Small Talk



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*Say* PLEASE  
*thank*  
& YOU

COLLAB  
ORATE

USE *your*  
RESOURCES

FOLLOW  
THROUGH

Keep your  
FOCUS

# Manners



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# 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





# 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

Information Tables

Information Sessions

All Access Events

Industry Exploration

Job Shadow



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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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