



Making Connections: Networking

What is Networking?

- Making connections and sharing information
- Building support groups and making contact with professionals
- Creating relationships with people with similar professional interests

Why Should You Network?

- Helps you explore careers
- Provides you with expert and field specific advice
- Offers a venue to learn what skills and qualifications are needed for that field
- Forms a network of people who will enjoy mentoring you
- May provide internship and job search information and may even lead to an internship or job!



Build your network before you need it so when you do, it's already there!

WHERE CAN YOU NETWORK?

Because networking is simply connecting with people, you can network:

- In person
- Online



NETWORKING PREPARATION

BUILD A PROFESSIONAL PRESENCE

- Update your resume
- Purchase or borrow a suit and business casual attire
- Know the individual you are networking with and their organization
- Review your online presence
 - Instagram
 - Twitter
 - Facebook
 - LinkedIn



PRACTICE NETWORKING ETIQUETTE

In-Person

- ~~Firm handshake~~
- Good listening skills
- Maintain eye contact
- Collect business cards
- Thank professional for conversation

Phone

- Professional voicemail message
“Hello, you have reached the voicemail of Susan Smith. I am unavailable at the moment, but if you leave your name, a message and number, I will respond as soon as I can. Thank you.”
- Choose quiet environment for conversations

Online

- Use descriptive subject line, i.e. *Marketing Assistant Applicant*
- Proper salutations: Dr., Ms., Mr.
- No slang, texting or IM language
- Write concisely and to the point
- Thank the employer
- Spell-check

CREATE YOUR ELEVATOR SPEECH

*Your elevator speech is essential for introducing yourself to professionals.
This introduction should be about 30 seconds.*

Who am I?

What have I done that relates to my future plans?

What makes me different from everyone else?

Where would I like to work and what do I hope to do?

I am a junior at Bridgewater State University, majoring in management. I am a shift leader at McDonald's, managing 6 people during my shift and working 30 hours a week while attending school full-time. In addition, this past fall, I interned in the customer service division at Ocean Spray providing online support to customers and learning supervisory skills. I am interested in building a career as a manager in the corporate world or in government.

NETWORKING ONLINE

Building Your Brand

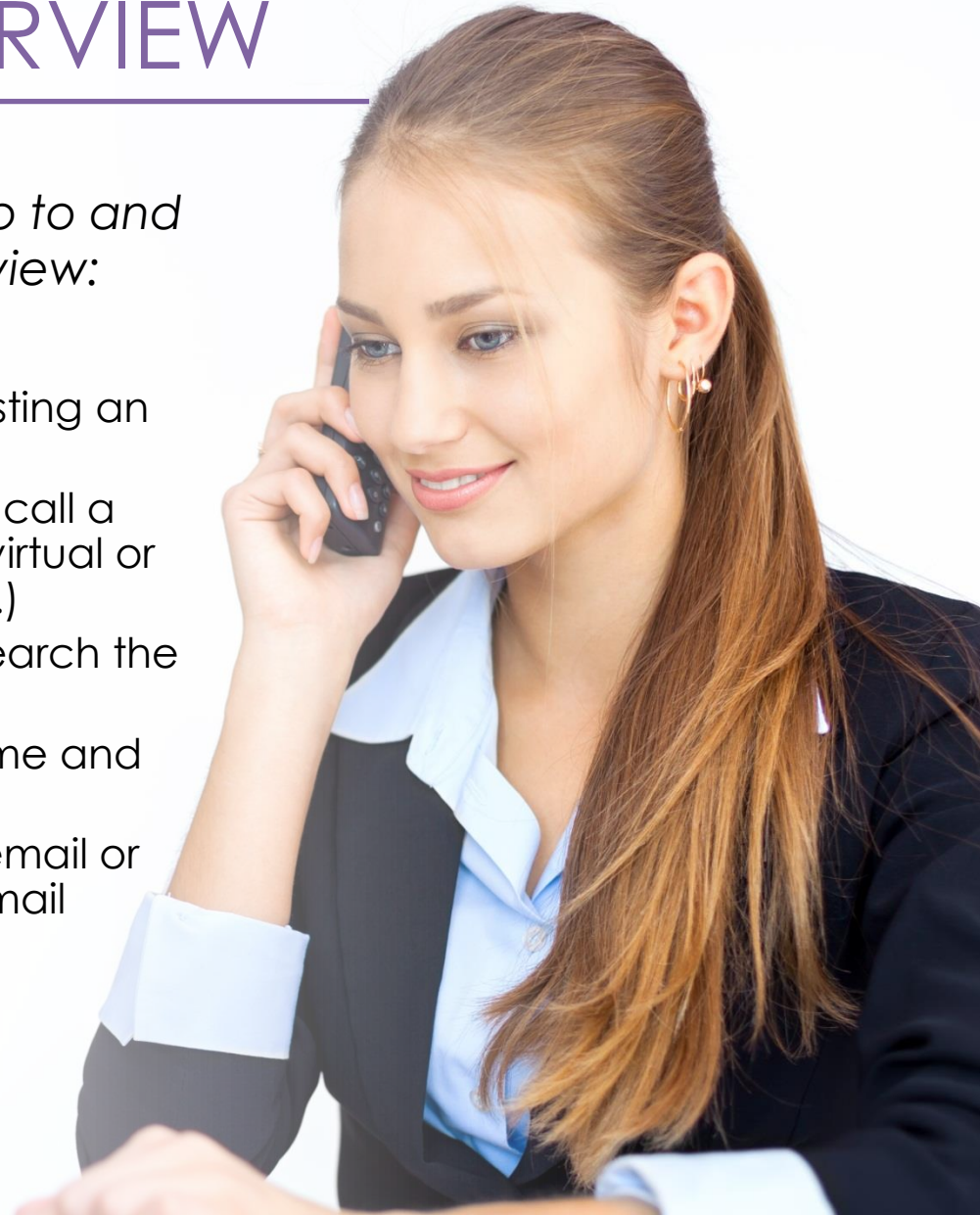
- Maintain consistent and professional profiles across social media, i.e. Instagram, Twitter, Facebook, LinkedIn
- Photos should highlight your professional side
- Develop a compelling, professional summary similar to an elevator speech
- Follow and connect with professionals and participate in discussions
- Unsubscribe from inappropriate or unprofessional groups and feeds

More than 90% of employers use or plan to use social media to hire and/or use social media to make decisions to hire.

CONDUCT AN INFORMATIONAL INTERVIEW

The following steps will lead you up to and through an informational interview:

1. Prepare and send an email requesting an informational interview
2. If needed, follow up with a phone call a week later and request a phone, virtual or in-person meeting (usually 20 mins.)
3. Prepare a list of questions and research the company and industry
4. Dress professionally, show up on time and have your resume ready
5. After the informational interview, email or send a thank you letter, card or email



SAMPLE INFORMATIONAL INTERVIEW QUESTIONS

Begin an informational interview with questions that highlight your interest in the professional's work, career and organization. Follow with questions more focused on you.

1. How did you get into this field?
2. Describe your typical day.
3. What are entry level positions in your field?
4. When I reviewed your organization's website, I saw ... Would you please tell me more about that?
5. What do you think is the best academic and out-of-classroom preparation for this career?
6. Where do you recommend I find jobs (or internships) in your field?
7. Can you recommend one or two other people whom I can contact to speak to about this field?

Career Services' Networking: Making Connections packet lists 20 sample informational interview questions.



LinkedIn

BSU Student and Alumni Networking Group

Connect WITH OVER 800
MEMBERS!

Ask alumni about their careers, explore job and internship search options, connect to grow your network.

The BSU Student and Alumni Networking Group on LinkedIn

This group is comprised of 850+ students and alumni who have joined the site to specifically provide assistance and advice to BSU students.

- Post a discussion asking alumni for information about internships, jobs or careers
- Message an alumnus directly to answer a question or arrange an informational interview
- Join or Like a discussion that an alumnus has posted

Learn how to create a profile, read how to join the BSU Student And Alumni Networking Group and see samples of messages and discussions at <https://my.bridgew.edu/departments/CareerServices/SitePages/LinkedIn-Resources.aspx>

Other Online Networking Options

Twitter

- Use your real name and a professional photo
- Share tweets with a professional focus
- Search for job focused hashtags such as #JobSearch, #Hiring, #JobOpening, #TweetMyJobs and participate in chats

Facebook

- Include academic and career information in About You section and add a professional photo
- Like company pages and BSU Career Services
- Post your job search progress



PRICEWATERHOUSECOOPERS 

The image shows the top of a building with a large, illuminated sign for PricewaterhouseCoopers. The sign is in yellow and blue, with the company name in a stylized font. To the right of the name is a small square logo with the letters 'PwC' in white on a blue background. The building has a modern, grid-like facade with horizontal slats. The sky is clear and blue.

NETWORKING IN-PERSON

A networking conversation can be comprised of just a few simple steps.

1. Start a conversation by asking what the person does for a living
2. Listen carefully
3. If asked what you do, respond with your elevator speech
4. At end of conversation, ask for an informational interview
5. Take a business card or write down contact information
6. Follow up with an email requesting an informational interview



NETWORK IN-PERSON AT BSU

In addition to networking online and in the community, there are a number of opportunities to network with alumni and employers through programs on-campus.

- Career Fairs
- Internships
- Road Trips to the Real World
- Career Panels
- Practice Interview Program (on hold)
- BSU Etiquette Dinner (on hold)

SUSTAINING CONTACT WITH CONNECTIONS

KEEPING TRACK OF CONNECTIONS

1. Use LinkedIn to connect with and keep track of professionals
2. Track connections on Excel
3. Download an app to scan business cards

MAINTAINING CONNECTIONS

1. Keep up to date on your connections' career achievements on LinkedIn
2. Contact connections to update them of your progress with their recommendations
3. Share relevant industry articles with your connections
4. Arrange to meet occasionally for lunch, coffee, or virtual chat
5. Send an e-mail update at the start of the new year

THE NEXT STEPS

1. Call to set up a Networking Appointment
2. Join the BSU Student and Alumni Networking Group on LinkedIn

CAREER SERVICES

Rondileau Student Union, Room 104

Phone: (508) 531-1328

<https://my.bridgew.edu/departments/CareerServices>

HOURS

Monday – Friday 9:00 am – 5:00 pm

Evening Hours – Prescheduled Only

Drop-in Hours: Monday – Thursday 11:00 am – 2:00 pm

The Networking 101 packet is available on the Site Map at
<https://my.bridgew.edu/departments/CareerServices>