



## Navigate Networking:

### Why is networking important?

- Approximately 85% of jobs are found through networking (Recent LinkedIn study)
- Learn information about people, positions, and companies that you didn't know before
- Displays interest and drive
- Attain contacts in areas of interest
- It is a way to search for jobs in a different way than just applying online
- Shows you as a person, not just a document
- Provides knowledgeable resources

### What is networking?

- Strategic conversations: gives purpose with conversing
- Informational interviews: allows you to ask questions
- Mutually beneficial relationship: make the relationship a two-way street, not just one sided
- Fellowship: finding a quality connection over quantity
- Connectedness: with social media, we are less than 4 degrees of separation- which is extremely powerful

### Where to find networking contacts?

- Ask personal contacts: family, friends, co-workers, classmates, supervisors, neighbors, mentors, faculty
- LinkedIn: search 'North Carolina State University' < click 'see alumni'
  - Search where people live, where they work, what they do, what they studied, their skills, and how you are connected
- Alumni Association/ Alumni Directory: Wolfpack Connect, click [here](#)
- CareerShift (housed within ePACK): search contacts from university or specific organizations
- Volunteer organizations/ community activities
- Professional associations/ conferences
- Career fairs or other career events
- Social media
- Anywhere and everywhere

### Where to find networking events?

- |                      |                             |                |
|----------------------|-----------------------------|----------------|
| ➤ Social media       | ➤ Professional associations | ➤ Eventbrite   |
| ➤ Alumni Association | ➤ Meetup                    | ➤ Volunteering |

#### Do's

#### Don'ts

✓ Research/ do your homework	✓ Expect others to do all the work
✓ Prepare questions	✓ Be unprepared
✓ Set goals and have a purpose	✓ Have unrealistic expectations
✓ Relax	✓ Only talk or reach out to one person
✓ Be engaging and conversational	✓ Be shy or timid
✓ Be genuine	✓ Be impatient
✓ Be confident	✓ Be too general
✓ Build a connection/ relationship	✓ Overcommit
✓ Say thank you & establish next steps	✓ Get too personal/ be unprofessional
✓ Follow up	✓ Give up



## ONLINE NETWORKING TIPS:

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- 1. Do your homework first.**
  - It's important that you research the company or person before reaching out.
- 2. Keep the first email correspondence fairly short.**
  - Don't ask everything you want to know in the first email.
- 3. Give a quick introduction.**
  - The person doesn't know you, so *quickly* introduce yourself.
- 4. Have a goal and specific questions you want to ask.**
  - Don't be too general. Ask a closed-ended question about the alum's experience.
- 5. Develop a relationship before asking for favors.**
  - Ask about the person's experience before discussing jobs openings.
- 6. Always follow up with a thank you.**
  - Send a short note expressing your appreciation for their assistance after you hear back.
- 7. Broaden your network.**
  - Once you have established a relationship, ask them if they can recommend anyone else who would be a good contact.
- 8. Be professional in your writing.**
  - The person doesn't know you, so make sure you make a good impression.
- 9. Don't get discouraged.**
  - If you don't receive a response, don't take it personally.
- 10. Move on.**
  - If you've emailed and followed up with a phone call, but haven't heard from them, then move on.

## IN PERSON NETWORKING TIPS:

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- 1. Do your homework first.**
  - It is important to research the company, people, or at least know the purpose of the event before attending.
- 2. Have a purpose or goal before attending an event.**
  - You are taking time out of your busy schedule to attend an event. Make sure you have a reason for being at the event.
- 3. Develop a quick pitch and know your story.**
  - Know who you are, what you've done, and where you are going.
- 4. Relax.**
  - The more prepared you are, the more confident you will be. Most people are there because they want to be.



5. **Be conversational and engaged when speaking with an individual or group.**
  - Don't forget to ask questions and listen. Ask about their experience and focus on the person(s) you are speaking with.
6. **Be confident and positive.**
  - If you don't believe in yourself, then why would someone else?
7. **Build a connection and be authentic.**
  - This can lead to a relationship
8. **Make it a mutually beneficial relationship.**
  - Ask about their experience and if they have advice—most people like talking about themselves
9. **Don't get discouraged or give up.**
  - It may be uncomfortable at first, but remember that it is just a conversation.
10. **Establish next steps, thank them, and follow up.**
  - Thank them for their time and ask the best way to follow up, i.e. get a business card, connect on LinkedIn, etc.
11. **Keep attending events.**
  - Good job attending an event, but keep going! The more events you attend, the easier it gets.

**IN PERSON NETWORKING TIPS:**

*The act of networking is important, but keeping track of the information is crucial. The hard work is done, but you don't want to forget significant information. Below is a quick guide (may be best to create form on an excel worksheet/ google sheet).*

<b>NETWORKING TRACKING WORKSHEET</b>									
Name	Job Title	Company Name/ Organization	Where you met/ got name	Date met/ contacted	Type (in person, email, phone, LinkedIn)	Follow-up & Next steps	Brief description of conversation	Referrals?	
1									
2									
3									
4									
5									