Networking 101

WHAT IS NETWORKING?

Networking is forming business connections and contacts through social meetings. Networking is not about buying and selling; it is about building relationships. Networking is about listening and learning.

WHY SHOULD I NETWORK?

“It’s not what you know but who you know.”
70% of jobs are found via networking
94% of recruiters use LinkedIn

WITH WHOM?

Your parents, parents’ friends, friends’ parents, neighbors, professors, alumni, company employees, the IDEA Center, etc.

WHERE?

IDEA Center and major-sponsored events
Companies where you would like to work
Professional association events
SPIL Coloquia

BEFORE YOU NETWORK:

Create and optimize your LinkedIn profile
Research companies:
   Get to know their products and services
   Know open jobs or internship opportunities
Make notes about any questions you have

Need help? Come visit us - we can help you out!

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HOW TO NETWORK:

Smile, approach with energy, make eye contact, firmly shake hands
Introduce yourself: name, major, graduation date
Don’t ask for a job, ask for advice
Ask open-ended questions, not yes-or-no questions
  What skills are required for your job?
  How did they get into their industry?
  What majors are a good fit?
Focus on them unless they ask about you

HOW TO BUILD RELATIONSHIPS:

Connect on LinkedIn
Send a concise “Thank You” email
Introduction to next connection
Keep a log of dates, times, and comments
Circle back to them when appropriate