HOW TO MASTER NETWORKING

Office of Career Services + Professional Development
(School of Engineering + Technology)

It’s not what you know, it’s who you know.

Networking is easy. Connect with as many people as you can on LinkedIn, right? Wrong! True networking is the foundation for relationship building. In order for that foundation to build, there has to be a genuine connection between you and the person you are networking with.

01 WHO IS IN MY NETWORK?

Your network consists of personal, professional, online and organizational connections. It can also consist of incidental connections like when you’re waiting in line or on a plane or even the waiting room at the doctor’s office.

02 NETWORKING RECEPTIONS

These events are usually hosted by an organization and are an opportunity for you to meet people from a particular industry or social group. The primary goal of attending these events is to meet new people.

03 WHAT TO SAY

Introduce yourself, ask what brought them to the event. Ask questions about them such as what you do for a living, where are you from, how long have you been a member of this group. The goal is to see who you have things in common with, connect with them and maintain that relationship so that when you need to ask them for a referral or informational interview it doesn’t seem so random.

04 YOUR CONTACTS

Use LinkedIn to manage your network. Think of it as a professional Facebook.
Create your profile and include the information from your resume and a professional photo.
Invite people from your network to connect.
Post articles and interesting information about your field.
Keep your information up to date.
Use the notes section to list reminders of how you know people.
Reach out to contacts during job search to let them know of your situation.
Ask them for referrals in your field.
Keep them updated on your job changes.
Conduct information interviews using your contacts.