Networking Your Way to a Job or Internship

Networking is simply the art of building and creating mutually beneficial professional relationships... and it can be the difference between finding the job/internship of your dreams, and ending up in your parents’ basement after graduation. Networking is NOT just about acquiring “connections” who will offer you a job, and it is NOT just for extroverts!

Why Network?

Networking opens up opportunities to:

- **Tap into the "Hidden Job Market"**
  
  Many jobs are not advertised publicly. Employers instead rely on inside & outside recommendations when a position opens. Your goal is to be that recommendation.

- **Learn more about your chosen field**
  
  Gain “insider” information regarding jobs in your field, potential positions, and what employers in your industry are really looking for in employees.

- **Create relationships**
  
  Build a “web” of positive, professional connections, all of whom know what you have to offer and what you are looking for.

Who is my “Network”? 

### Friends & Family
- Immediate family
- Aunts/uncles, cousins
- Friends
- Friends’ families
- Acquaintances

### Work
- Supervisors/Bosses
- Coworkers
- Internship Supervisors
- Clients/customers

### Academic
- Professors
- Advisors
- Classmates
- High School Teachers

### Organizations
- Professional
- Leadership
- Greek
- Volunteer

### Online Strategies:
- LinkedIn
- Twitter
- Facebook
- Email connections
- Start a blog (Tumblr, WordPress, etc.)

### In-Person Strategies:
- Informational Meetings
- Job Shadow
- Career Fairs
- Join Professional Organizations
- Part-time Jobs & Internships

### Elevator Speech
- 20-30 second introduction of where you are professionally, what you have done, and what you have to offer the person/company

- Use at Career Fairs, Informational Meetings, LinkedIn, Job Shadowing, Internships etc.
Office of Career Services

Informational Meetings

Want to know what a career is really like, or how to make sure you are successful in your chosen field? Ask someone with first-hand experience!

**Informational Meeting**

- noun.
  “A brief meeting between a student who wants to investigate a career or company and a person WORKING in that career or company.”

Informational meetings can help you:

- Learn more about your chosen career path
- Decide among different occupations, majors or companies
- Discover careers you never knew existed
- Prepare for success in a particular career
- Get creative ideas for volunteer, summer, part-time, and internship opportunities related to your field while you are still in school

**How to set it up:**

1. **Decide** which occupations/companies you would like to learn more about.
2. **Identify** professionals in these occupations/companies through networking contacts, LinkedIn, Google, etc. Be creative!
3. **Make Contact** via email or telephone invitation for an informational meeting. (See Example above)
4. **Prepare:** research company, polish your resume & prepare questions. èèè
5. **Follow Up!** (Thank-you email/note/call)

**Sample Questions:**

Questions about the person’s job/company:

- What does a typical day look like at your job? A typical week?
- What do you spend most of your time doing?
- What do you enjoy most about your job?
- What are some of the more difficult or frustrating parts of your job?
- How did you get to where you are? Would you have done anything differently?
- What kind of hours do you typically work?
- What kind of advice would you give a college student who is preparing to pursue this field?
- How does the typical entry-level professional in this field progress?
- Can you suggest anyone else I could ask for additional information? May I tell them you have referred me?

**When ending the conversation or following up, don’t forget to provide your resume, business card, and request that you connect on LinkedIn!**

Sample Email Request:

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From: Rowdy Redhawk
Sent: Wednesday, September 14, 2014 8:43 AM
To: fredbird@cardinals.net
Subject: Rowdy Redhawk - Informational Meeting Request

Dear Mr. Fredbird:

I am a sophomore student studying Mascot Arts at Southeast Missouri State University, and I am currently investigating careers in my field to begin narrowing down my career path. I would love the opportunity to schedule a short, 20-minute informational meeting with you to learn more about the day-to-day activities in your job as the mascot for the St. Louis Cardinals, the steps you took in order to attain this position, and suggestions for prospective sports mascots like myself.

Having access to your LinkedIn profile through our 2nd degree connection through the National Mascot Association group, I noticed that you have many diverse experiences with various professional sports organizations. I was truly inspired to see that you started out at a local community college and worked your way up quickly, and I felt you would be one of the most interesting professionals in this field for me to chat with.

Thank you for considering this request, and I will call your office on Friday in order to see about scheduling an appointment.

Have a great day!
Best Regards,
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Online Networking: Get Social!
As a student, you are probably using social media already. Most students have a Facebook page, and more and more are using Twitter, LinkedIn, Instagram, Snapchat, Pinterest, and other sites to connect. As you begin building a professional network, it's time to look at your social media accounts in a new light: as a networking goldmine.

Top 5 Social Media Facts You NEED to Know:

1. 98% of recruiters nation-wide used social media in 2012 to find, research, and/or hire for entry-level positions.
2. Your privacy settings probably aren’t as secure as you think. Clean up your accounts, like…yesterday. You WILL be googled when applying for jobs & internships.
3. Having no online presence is just as detrimental as having a negative one. Social media is the new job search frontier. Avoiding it all together won’t do you any favors. Instead, take advantage of the opportunity to actively improve your online presence!
4. Not having a LinkedIn profile in 2014 is like saying “I don’t really care about finding a job when I graduate.” Create a LinkedIn account…and USE it.
5. Want a leg up on your competition? Go above and beyond to shine online. Start a blog about something you are passionate about in your industry. Run a twitter account where you create original (appropriate) tweets & retweet industry influencers. Create a personal website. Intentionally connect/friend/follow the people who have the jobs you want & the companies you want to work for. BE SOCIAL!

"The Big 3"

Your Social Media To-Do List

- Create accounts on the Big 3 (LinkedIn, Twitter & Facebook) if you do not have one of each already.
- Follow the tips and tricks listed on the following pages to “pimp your profile” on each of the Big 3 platforms.
- Choose an appropriate profile picture for each platform, preferably the same one. (This is part of branding yourself professionally).
- Join at least 5 LinkedIn groups related to your industry, follow at least 5 industry influencers on Twitter, and friend at least 5 people on Facebook in your industry.
- Create relevant, interesting content. Don’t be afraid to show personality, but err on the side of conservatism when making posts completely public.
LinkedIn Profile Checklist

☐ PHOTO: It doesn’t have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don’t forget to smile!

☐ HEADLINE: Tell people what you’re excited about now and the cool things you want to do in the future.

☐ SUMMARY: Describe what motivates you, what you’re skilled at, and what’s next.

☐ EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

☐ ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

Continued >>
Your LinkedIn Profile

Education
University of California, Berkeley
Economics, B.A.
2010 – 2014 (expected)

Volunteer Experience & Causes
Big Buddy
Skyline High School
September 2012 – May 2013 (9 months) | Education
Mentored an Oakland High school student through the college application process, helping him get into his dream school.

Skills & Expertise
Most endorsed for:
- Economics
- Start-ups
- Due Diligence
- Venture Capital
- Management

Honors & Awards
The Achievement Award Program
UC Berkeley
Four-year scholarship awarded to community-minded students with a proven track record of academic success.

Courses
University of California, Berkeley
- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (130A)

Projects
Venture Capital Financing in India
May 2015
For our International Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

Recommendations
Received (2)

Venture Capital Internship
Berkeley Ventures
Tim Lee
Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don’t usually hire undergrads as interns but after working with David, we will again.

November 13, 2013, Tim managed

Want more LinkedIn tips for students? Check out students.linkedin.com

Career Services       Academic Hall, Room 057       (573) 651-2583       semo.edu/careers
TWITTER: No longer just for catching up on Kanye’s latest Starbucks order*

HOW TO USE TWITTER IN YOUR JOB SEARCH

1. **Search for jobs, internships & scholarships.** Here are a few of the many potential hashtags that you could use: #jobs #hiring #genY #entrylevel #career #USAjobs #MOjobs #salesjobs #prjobs; #internships #internpro #intern; #scholarships #finaid #highered

2. **Follow the career handles of companies that interest you.** For example @mbJobPost @BarenesJewishJob @MicrosoftJobs @attJOBS share information, photos, videos and more. Read what they are posting or at-message them with a question.

3. **Follow the Office of Career Services Twitter account: @SECareerService.** Our office tweets daily, highlighting job & internship opportunities in the area, networking opportunities, and events going on in the area to take advantage of. Stay informed!

4. **Tweet your LinkedIn profile.** Once you’ve identified corporate and agency recruiters, send them a link to your profile. Spark their interest in you! And, inquire about job leads or ask to set up a call to learn more about their company and opportunities.

5. **Subscribe to geo-targeted, industry specific job feeds.** Services such as YouTern, CareerBliss, iGradJobs, SimplyHired, Indeed and BuddingUp post jobs every day to Twitter. Do a little research and subscribe to feeds that are specific to your job search.

6. **Follow third party job-related tweets.** There is a great deal of information sharing via Twitter. @Blogging4Jobs, @InternMatch, @YouTern, @careersherpa, @InternQueen, @UrbanEmploy, @DailyMuse are just a few that come to mind.

7. **Stay in touch with recruiters that you’ve met.** If you’ve met a hiring manager during a career fair or a recruiter at a networking event, ask if they are on Twitter. Follow them as a way to stay connected.

8. **Extend your brand.** I’ve seen a lot of public profiles that would astound you! I recommend keeping your profile private or, at the very least, professional. If you decide to use Twitter in the job search: select an appropriate handle, write a professional bio, use a “G-rated” photo, and use your best judgment when tweeting.
FACEBOOK: 70% of employers admit that they look candidates up on Facebook before deciding to go on and interview or hire. It IS the most personal social network, but still a valuable networking tool that WILL be used!

Facebook Networking Checklist:

- Search and “like” companies or individuals in your field.
- Re-connect with previous professors, prior co-workers, classmates in your major, etc.
- Use status updates to tell people what you’ve been up to in school, at work, projects you are working on, causes you are involved in or passionate about, or interesting articles you stumble on.
- Post photos of yourself at work, working on a project, or attending a professional event. (Or even un-professional ones that relate to your interests)
- Don’t be afraid to show your personality, Facebook is meant to be more personal than professional. Friends and employers alike, both prefer you to have a unique personality.
- PRIVACY SETTINGS!

Get Your Facebook Profile Job Search Ready

33% of employers use Facebook to find job candidates. So, even if your Facebook profile is “private,” cleaning it up before job searching is still a good idea.

DELETE PARTY PHOTOS
Any photos that show you participating in questionable or illegal activities, including photos, tagged photos, status updates, or mentions should be removed from your page.

DELETE INAPPROPRIATE COVER PHOTOS
Simply put, take them down. Employers appreciate professional modesty and look for proof that candidates conduct themselves in everyday life with a dignity appropriate to the work environment. Cover photos are not private on your account and will make or break your first impression.

DELETE STATUS UPDATES
Remove anything personal that you don’t want your future employers to know about you. This includes deleting mentions portraying your current or previous employers in a bad light.

UPDATE FRIENDS LIST
Remove anyone you don’t know, don’t associate with anymore, or who frequently tags you in unprofessional photos or tags. You do not want that person’s inappropriateness to affect your job search.

EXTRA TIP:
It’s a good idea to also clean up your profile information when job searching. Changing your about me and quotes section to reflect your best written cover letter will help you attract recruiters, not turn them away. Including links to your LinkedIn profile and digital portfolio is also a good idea.