

## Networking Tips

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### The Hidden Job Market

At any given time, **up to 80% of jobs that are vacant are never posted** anywhere. These positions are filled by word-of-mouth. By networking, you can get your name out there and also learn about some of these opportunities. **Getting a job by networking has a 65% success rate**, but do not expect a job overnight. It takes time and effort to network effectively, but it is the key to getting a great job! Your network is everyone you know and everyone they know. It can also include people you don't know like people in professional organizations, people online, authors of articles in trade journals, etc.

### Tips for Increasing Your Network

- Start with your family and friends. Does anyone in your family work in your field? What about their friends and family?
- Create a LinkedIn profile. Use LinkedIn to join professional groups, research companies, search for internship or employment opportunities, and contact professionals to request informational interviews.
- Join student organizations and professional organizations (there is usually a reduced fee for students).
- Attend career fairs, networking events, speaker events in your field, social events, and conferences.
- Join young professionals networking groups which may be associated with your local chamber of commerce.
- Conduct informational interviews with as many people as you can.
- Create a job search group with friends. Share your contacts. Share jobs you discovered that are not right for you, but may be right for a friend.

### Maximize Your Network

- Send a letter to everyone you know announcing that you will be graduating. Tell them what kinds of jobs and companies you are seeking. Ask them to let you know if they know anyone connected to those opportunities.
- Keep in touch with your contacts. Send a short email touching base every 1-2 months. Don't always ask for something, make it a more casual connection and make it brief. Provide an update of what's going on with you professionally and ask how their job is going.
- Respect contacts. Always ask their permission to give out their contact information.

### Preparing for Networking Events or Informational Interviews

- Get a list of the companies/people who will attend. Research. Decide who to talk with before going.
- Prepare your 30 second commercial to introduce yourself.
- Prepare a list of questions to ask.
- Make a business networking card (contact information on front and selling points and/or summary on back).
- Whether going to an informational interview or a networking event, always dress professionally.

### Tips for Networking Events

- Mingle and do not stand in line to talk to someone. Talk in groups.
- Don't ask for a job. Talk about your goals. Ask for advice, suggestions, and another referral.
- Bring your resume.
- Collect business cards.
- Send thank-you notes and make follow-up phone calls.