

# Networking

*A key part of your job search*

# Overview



1. What is networking?
2. Where does it fit in the job search?
3. Networking tools
4. Networking emails
5. Using LinkedIn to find and build connections

**80%** of today's jobs are landed  
through networking.

*ABC News report 2014*

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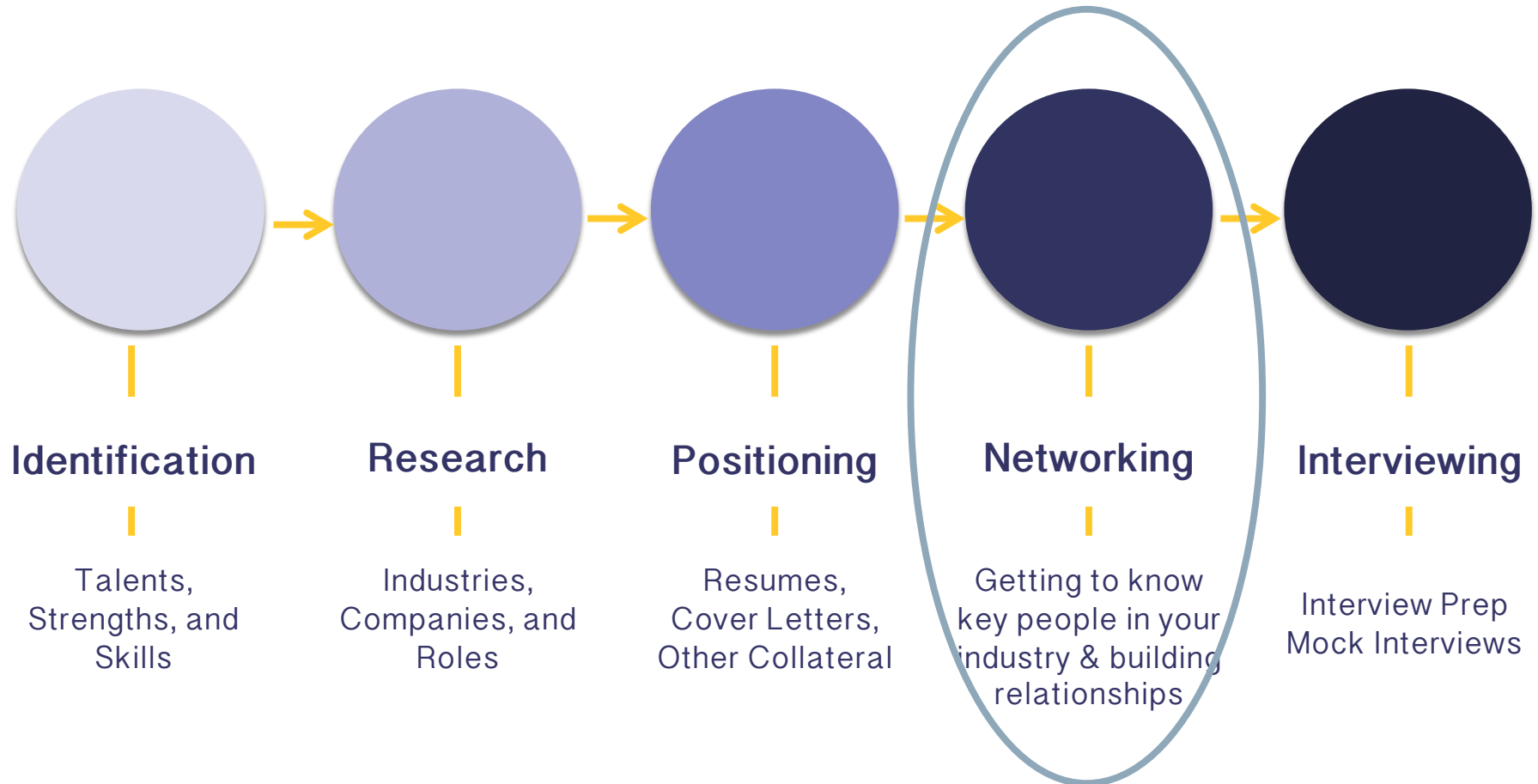
What is networking?



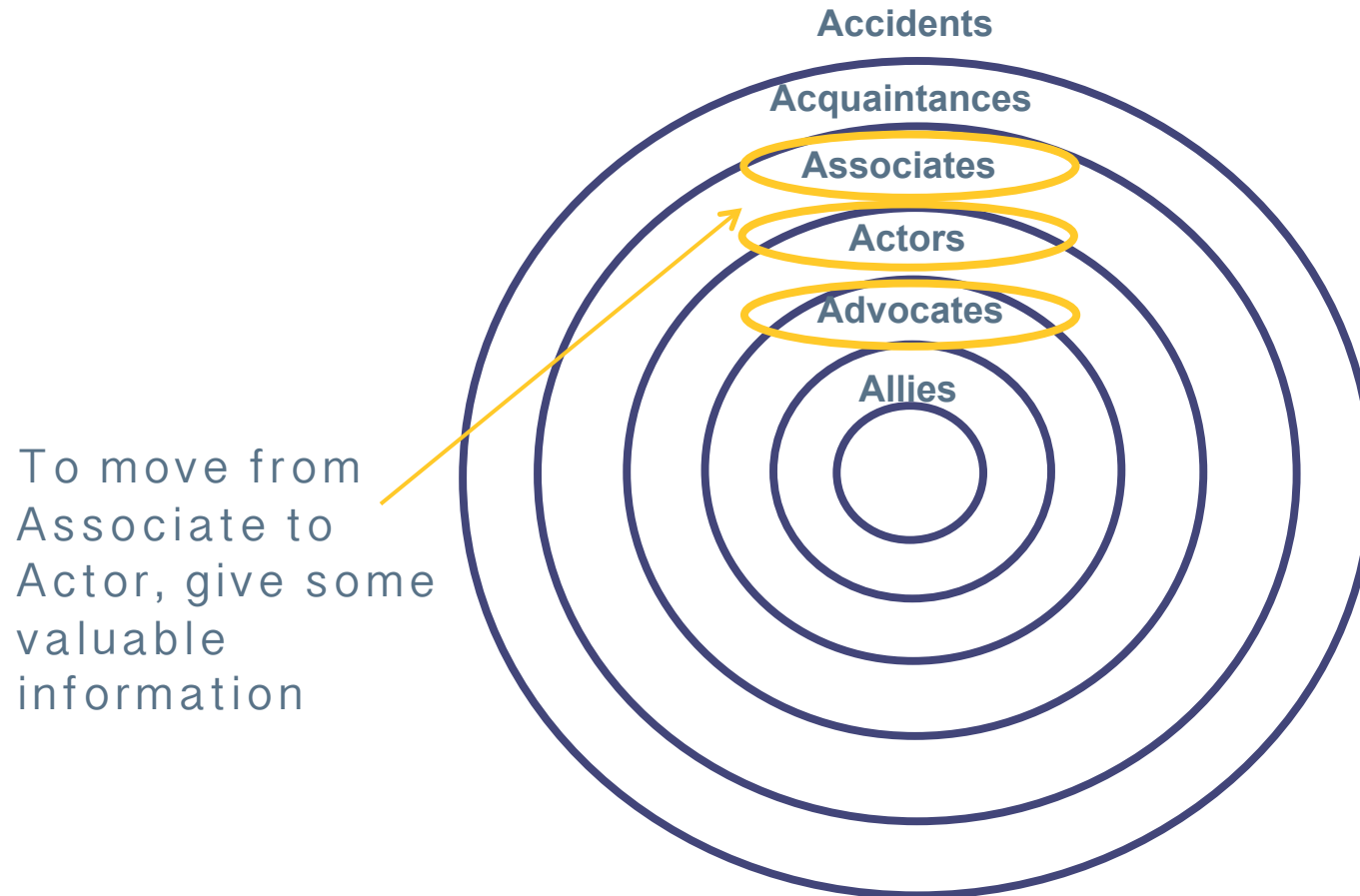
# True / False: Networking is...

- A. Getting to know people with the ultimate goal of getting a job.
- B. Something that is easiest for outgoing people.
- C. An activity one does prior to when they really need it.
- D. The process of building trust-based, long-term, and mutually beneficial relationships.

# 5 Stages of an Effective Job Search



# Stages of Trust



*The next step in improving a networking relationship is always up to you.*

Lynne Waymon, *Making Contacts Count*

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# Analyze Your Network



	School / alumni	Professional	Personal
Allies & Advocates			
Actors			
Associates (Acquaintances)			



# Network Analysis



- What does your map show you about your network?
- Where are there gaps?
- What areas do you want to adjust or improve?



# Networking Tools



# Basic Tracker (“*old school*”)

Name of Contact	Institution	Phone	Email	Notes
Sam Smith	Smithsonian	240-313-5555	ssmith@smithsonian.org	
Cindy Miller	National Geographic	202-400-0004	cmiller@natgeo.org	

Keep notes that are meaningful to you – they don’t have to make sense to anyone else!

# Basic Tracker – Note examples

- Sam: He is flaky but in charge of one of the major growth sectors. I emailed him yesterday to float idea of historic footage page. He never responds to email - advisable to call?
- Cindy: Good relationship- offered to be reference, possibility of working together on fashion documentary. Actor/advocate.
- Mark: Works with *NG Explorers* - would love to move to this division. But we have not hit it off in the past.
- Barry: Fellow alum, we have had lunch in the past, he is very kind and eager to help. But doesn't seem like his company will be hiring anytime soon. He is great for floating ideas.

# Second Tier Tracker

- Target industries and companies
  - Segment by industry and “functional role”
  - Start with companies you know.. then search for and add competitors
  - List all contacts (alumni, professional, personal.. *anyone* you know there or can get you an introduction to someone there)

## Additional resources!

- LinkedIn company pages
- Industry Guides – Career Beam & Vault Guides
- Careerly Guides & Video Content ->  
[www.careerlynetworks.com](http://www.careerlynetworks.com)

# Second Tier Tracker

Company	Contact	Email	Phone	Conversation 1	Conversation 2	Notes
Company 1	Contact 1					
	Contact 2					
	Contact 3					
Company 2	Contact 1					
	Contact 2					



# Using LinkedIn to Find Connections



300 + Million LinkedIn Members

You are on  
LinkedIn



300 1<sup>st</sup> degree  
connections



90,000 2<sup>nd</sup> degree  
connections



(pretend all have an  
average of 300  
connections each)



# Building Your Network

There are two ways to build your network:

## Passive



- Accepting invitations
- Replying to messages
- Checking LinkedIn once every two weeks

## Active



- Search for new connections
- Send invitations- classmates, professors, old colleagues
- Engage! Congratulate people, send messages,
- “Like” posts, comment, post updates, share articles, post pictures, be on LinkedIn, like you are on FB!
- Check LinkedIn everyday

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# Invitations

## Invitation Types

- 1. Direct**  
People you know; friends, family, co-workers → people who are obvious acceptances
- 2. Indirect/In-Network**  
People you know through others + many shared connections OR you met recently at an event
- 3. Relevant Connection**  
People who you don't know directly or indirectly, but who are relevant to you (same industry, experience, education, - > ALUMNI!
- 4. Out of Network**  
People who you don't know but are relevant to your industry and/or job search

Anyone you allow into your network has access to your entire network! BUT focus on building your network first - get to a strong captive number (250)

# How to Connect



Make all your connections

*personal*

Always send a customized message when you ask to connect:

*“It was a pleasure to meet you at the <career fair / employer presentation / alumni panel > I enjoyed our conversation. Good luck with your projects, and I would like to keep in touch.”*

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# Asking for Introductions

## Simple



Keep it simple and straightforward

## Clear



Make sure what you are asking for is clear

## Objective



Act according to your objective



# Networking Emails



# K.I.S.S. (Keep it Simple, Stupid)



- Introduction
- Reason for email
- Make “the ask” clear
- Closing

What is “the ask?”

# Example 1 - LinkedIn “Connector” Email

*Dear Stephen,*

*I hope this message finds you well, I am applying for the Community Director Position with the Humane Society, a favorite organization of mine. I saw that your friend, Sarah Michaels, works for HS. I was wondering if you would feel comfortable making a connection between us, as I'd love to chat with her about her time at HS and my interest in this position. Many thanks in advance.*

# Example 2 - Looking for an Internship

*Subject line: JHU alum request for a coffee/phone chat*

Dear Susan,

I am a Masters student at Johns Hopkins University's xxxxxxxx program, currently completing a degree in YYYY. I am very interested in X and Y fields/sectors because xxxxxxxx. The work that the ABC Organization does in this area is inspiring. I would love to learn more about X initiative/project from you, and also your experience working at ABC, and how your career has progressed since you graduated from Hopkins.

I would be very grateful for 15 minutes of your time. Would you be available for a phone call in the next two weeks? I would be happy to work around your schedule.

Thank you in advance, and best regards,  
Sarah



# Example 3 – Looking for a job

Dear Ms. Reynolds

I hope this message finds you well. I saw the photos of the conference your company held last month—it looked like a fantastic event.

I'm reaching out because I will graduate in May and I'm currently looking for opportunities in your sector. If you remember from our last conversation at the JHU event last month, I am studying -----, and looking for a job in a related field where I can put to good use my skills in {Be Specific}. Would you have ten minutes to speak on the phone about search strategies, for example, how you successfully recruited into this career and this firm?

I've attached my resume for your reference. Thank you in advance for your help!

Warm regards, Sarah

# Example 4 - Informational Interview Thank You Note

Dear Larry,

Thank you so much for meeting with me today. It was such a pleasure to learn more about [the company, as well as your own career journey]. I'm very interested about possibilities at [organization name] or in [the industry area]. I have learnt through my conversations with others - and you confirmed this- that it is a time of growth and opportunity in the ABC space.

You mentioned the 2014 Data Analytics report, and as it turns out I was able to get a copy and it is attached. [Or similar... share an article or link or something of interest/value to the person]. I look forward to staying in touch, and again thank you very much for your time today.

Best regards,

Heather

# Key tips for success

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1. Build your network
2. Invest time in existing relationships
3. Strong written communications →
  - ▣ Networking emails are very important
  - ▣ Have a career coach review them
  - ▣ Only one chance to make a good “first impression”

# More from *careerly*

- [www.careerly.co](http://www.careerly.co)
- New platform:  
[www.careerlynetworks.com](http://www.careerlynetworks.com)
- Check our FB page first!



Hira's contact deets:

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