Slide 1: Networking for Employment

Slide 2: Objectives

- Identify methods to expand a network of contacts.
- Identify questions to ask during an information interview.
- Develop an individual networking plan.

Slide 3: True or False?

- 45% of jobs are obtained through networking
  FALSE
- 75% of all jobs are advertised, and 25% of all jobs are not advertised
  FALSE

Slide 4: Networking and the Job Search

- Most job seekers spend the majority of time in the open market

Slide 5: The Hidden Job Market

- Networking is a great way to tap the hidden job market
- Be strategic in how you spend your job-search time
- Focus on utilizing the hidden job market

Slide 6: Personalize the Job Search by Networking

- Your resume represents what you have done
- Your resume does not speak to who you are
- Create situations where the whole you is evaluated
- Networking is the key to personalizing the job search

Slide 7: Expanding Your Network

- Who are your networking contacts?
- How can you expand your network?
- Contacts
  - Relevant
  - Personal
  - Association

Slide 8: Information Interviews

Purpose of an information interview:

- Gather information or learn more about a career field of interest
- Build strong relationships in your career field
- Help build your network of contacts

Slide 9: Interview Questions

- One way to conduct information interviews is by organizing questions in the following way:
  - **P**erson you are interviewing
  - **O**rganization of your contact
  - **W**ork field of contact
  - **E**xplore opportunities within their company or within the field
  - **R**eferrals to other contacts and organizations

Slide 10: Information Interviewing Exercise

- What are your day-to-day duties and responsibilities?
- What is your company's mission?
- How did you originally get into this field?
- What credentials, degrees, licenses, experiences, or trainings are required for entry into this field?
- Who else would you recommend I contact for more information about this career?

Slide 11: Online Networking

- What is online networking?
- Online professional networking vs. online social networking

Slide 12: LinkedIn

- LinkedIn can be used to accomplish the following:
  - Join groups relevant to your job search
  - Make connections that lead to information interview requests
  - Apply for jobs posted on LinkedIn
  - Research the credentials of other people who hold positions of interest to you
  - Research companies that you may target for employment

Slide 13: LinkedIn Basics

- Use a professional profile picture
- Focus on employment and educational experiences
- Be honest

Slide 14: Your Online Brand

- Google yourself
- All online activity leaves a digital footprint
  - Everything can be tracked, analyzed, evaluated, and shared
- Post content that is professional

Slide 15: Structure Your Networking

- Networking can feel overwhelming
- Structure networking into numerous, concrete tasks
- Keep track of interactions
- Stay disciplined and organized

Slide 16: Design Your Networking Plan

The networking plan you create can serve as an outline and can guide your networking activity.

Slide 17: Review of Objectives

- Identify methods to expand a network of contacts.
- Identify questions to ask during an information interview.
- Develop an individual networking plan.

Slide 18: Networking for Employment