

NETWORKING

Networking is the building and maintaining of professional relationships among individuals, groups or institutions as a way to mutually share information and advice. Approximately 65-75% of jobs are filled through networking, which is one of the most effective means of finding employment and tapping into the “hidden” job market.

WHAT ARE THE BENEFITS?

- Establish and develop relationships
- Gather more information about your career field, industry or workplace
- Lead to other contacts and connections
- Tips on job hunting tools (e.g. resume and/or portfolio) and job leads

WHERE DO I NETWORK?

- Use your Personal Network (i.e., family and their friends, friends and their families, advisors and professors, colleagues and supervisors)
- Social Media (e.g. LinkedIn)
- Industry Events
- Career Fairs
- Meetup.com & EventBrite
- Professional Associations, Student Organizations, & Volunteer Opportunities
- Anywhere and everywhere!

TIPS FOR SUCCESS:

- Ask yourself: Who do I know and who do I want to know? Make a list.
- Prepare questions such as “What path did you take to get where you are today?” or “What recommendations would you give to a new graduate?”
- Focus on quality of the connection. You don’t have to introduce yourself to everyone at an event.
- Listen and engage in the conversation. Ask follow-up and open-ended questions.
- If you collect a business card, make a note of your interaction.
- Follow up with a thank you note if someone provided you with meaningful advice and/or information. Send a personal note when inviting anyone to connect on LinkedIn.
- Practice your Elevator Pitch and know your Personal Brand. Refer to the Elevator Pitch Handout for additional tips.
- Look for ways to add value to others: consider sharing an article, volunteering for a project, or facilitating an introduction between 2 people in your network that should know one another.
- Remember to be authentic. You are trying to build relationships that may last a long time so be yourself and present yourself in a positive and professional manner.



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