

NETWORKING 101



NETWORKING FACTS

- Nearly **80%** of available jobs are **not advertised**
- **Networking** is a crucial tool necessary to **access these unadvertised positions**
- Nearly **half** of all job connections are made through **networking**

1. What is Networking?

- **Developing relationships with working professionals** in order to achieve career goals.
- An **on-going process** which continues as your circle of contacts grows.

2. What is NOT Networking?

- It is **not** asking for a job from someone.

3. Why Should I Network? Is it Necessary?

- Considered one of the most effective ways to find jobs and internships nationwide.
- A powerful tool that is needed not just in obtaining your first job, but will also assist you when searching for future jobs.
- It is a 2-way street. Remember, don't just ask a person to be in your network. Agree to be in other peoples' networks.



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How Do I Network?

1) Who Is In My network?

- Family, friends, neighbors
- Social gatherings
- Professors, staff members, advisors
- People you have met during internships and volunteer work
- Alumni networks



2) What Should I Tell My Personal Network About Myself?

- Information about your experiences, achievements, why you are interested in that field.
- The people within your network may eventually recommend you to a colleague, or even hire you themselves.

3) What Information Can I Gain From My Personal Network?

- Request information about the field in general or about a particular organization.
- Ask if they know of other people that you could meet or talk with
- Ask what they think about your job qualifications.

How Do I Add NEW Contacts To My Network?

1) A Traditional Letter

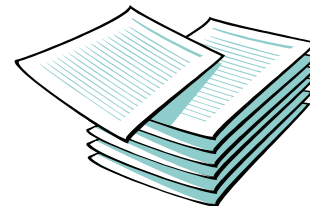
- Attached with your resume is a good way to **establish a primary connection** at an organization.
- Gives an organization **advanced notice** that you will be following up with a phone call.

2) A Phone Call or E-mail

- Good ways to **introduce yourself** to an organization and ask for a face-to-face meeting. Remember, you are asking for advice and information, **not asking for a job**.

3) Social Settings

- Receptions, parties, and conferences are prime examples of social situations where networking can **lead to information and opportunities**.



What Should I Say When I Make That First Phone Call?

You have been referred by someone else:

"Hello, my name is _____ and I'm calling on the recommendation of _____. She told me at the _____ Conference that you would be able to give me some valuable information on the (your area of interest). At your convenience, may we schedule a time to talk?"

You do not know the person:

"Good morning. My name is _____ and I am a student at The Catholic University of America in Washington, D.C. I got your name from _____ (state how—ex. news article, internet, job fair). Before I formally begin my job search, I am looking for advice on how you would research the field and what you might do in my situation. At your convenience, may we schedule a time to talk?"



Tips To Keep In Mind When Networking In Social Settings And Making That First Phone Call:

Social Settings

- Approach strangers and introduce yourself with a **smile** and a **handshake**.
- Try to use an **opening line based on the current social situation** and try to **end** your opening line **with a question**.
- **Don't take it personally** if someone does not want to talk to you or becomes pre-occupied with something else.
- **Make eye contact** when talking to the person—it shows sincerity and interest
- **Be careful about telling jokes**. Do not tell any ethnic, sexual, gender, or political jokes.
- **Wait for an appropriate opportunity** or for the end of the conversation **to ask for a business card**.

The First Phone Call

- Demonstrate a **positive attitude**.
- **Pronounce the person's name correctly**
- Don't be afraid to ask, "**Would you be the best person to speak with regarding _____?**"
- **Communicate your referral**, if you have one, to establish something in common immediately.
- **Be direct and state clearly that you are asking for advice** or information. (Remember you are not asking for a job)
- Always **ask if the individual has a moment to speak with you** or if you should call back at a more convenient time.

INFORMATIONAL INTERVIEWING



What is Informational Interviewing?

- Information interviews are meetings you arrange with a contact in your career field of interest. Ideally, this contact holds a current or prior position in the field.
- Your contact person should have the most current and impart valuable information about the field in which you are interested.
- He/she can refer you to other professionals with a similar background.
- Your contact person may also give you advice on how to search for jobs.
- He/she may also discuss openings within their own organization.

Steps In Conducting an Informational Interview:

1. **Identify the Occupation or Industry You Wish to Learn About**
Assess your own interests, abilities, values, and skills, and evaluate labor conditions and trends to identify the best fields to research.
2. **Identify People to Interview**
Start with lists of people you already know—your personal network. Then schedule interviews with people whom you have contacted by letter, phone, or e-mail at their convenience. Be patient if they do not get back to you right away. Remember they are doing you a favor.
3. **Prepare for the Interview**
Research the field prior to the interview. Decide what information you would like to obtain about the occupation/industry and prepare a list of questions.
4. **Arrange the Interview**
The interview typically last from 20-30 minutes
5. **Thank your Contact**
6. **Ask for a Business Card if one is not offered to you**
7. **Write or e-mail a thank-you note**

Example Of Questions To Ask In An Informational Interview:

Background/Prior Experience:

- What was your career path that led you to your current position in this organization?
- Where have you worked before? Would any of these employers be ones I could also contact?

Preparation:

- What kinds of prior experiences are absolutely essential? How did you prepare yourself for this field/position?
- What credentials, educational degrees, licenses, etc. are required for entry into this field?

Career Exploration:

- Can you describe a typical work day in your organization?
- What challenges have you encountered in this job?
- What do you feel is most rewarding about the work itself?
- Are there any new trends in your profession/industry that will change the nature of the job or provide new opportunities?
- What types of professionals do you work with, inside and outside your organization?

Internship/Job Inquiry:

- How do people find out about these jobs? Are they advertised in newspapers, by word-of-mouth, or by the Personnel Office/Human Resources Department?
- What departments within your organization tend to hire (interns/entry-level jobs) and how often? Is there room for promotion?
- How much do wages or salaries vary in your work by employer, region, or industry?

Advice Relating to You:

- How well suited is my background for this type of work/graduate program?
- What educational preparation do you feel would be best?
- What kinds of experiences, paid employment or otherwise, would you most strongly recommend?
- If you had to do it all over again as a college graduate, what would you do differently?
- Can you recommend any trade journals that would give me greater insight into issues/trends in the profession? What professional associations would you recommend I become a member in order to network?

How Do I Keep In Touch With My Network?

- Always send a letter thanking the person for his/her time.
- Keep a list of everyone you talked to and the information they provided you.
- Periodically inform the individual of the progress you have made in your job search-you never know when there will be a job opening!

