Quick Tips: Importance of Networking

BASIC TIPS:

• Networking is a crucial first step in the job search process.

• It’s not what you know. It’s WHO YOU KNOW.

• It’s about building long-term relationships and connections that may potentially help you find a job. These connections can make it much easier to get that first job.

• EVERYONE you know is included in your network—family, relatives, friends, professors, coaches, former bosses, friends’ parents, etc.

• Making connections can produce a ripple effect. For every person you build a relationship with, that person has relationships with 20 other potential job connections, and each of those another 20, and so on...

• Social networking sites such as Facebook can be utilized as a helpful tool in making job connections.

• Professional organizations can offer tremendous connections. Internships with these organizations, even if unpaid, may prove invaluable further down the road.

• Career fairs can also be extremely useful for making connections. Attend fairs and make as many meaningful, memorable impressions as possible.

• People who know you can give you an extra edge in landing a job since they can tout your positive characteristics and confirm them.

• Internships either paid or unpaid can lead to a larger network.

• When trying to build your network, be persistent but not a pest.

• Don’t contact people more than once every one or two weeks.

• Be patient. Networking does not always provide immediate gratification.

• Develop high quality relationships that can benefit you professionally.
• Thank You notes are very important for establishing and maintaining your relationships with those in your network. They show that you are appreciative of the help.

REMEMBER:

• Often it’s not what you know, but WHO you know!