

## Networking

“It’s not what you know, but who you know” is a well-known saying. Yet, it is only half-true. The reality is that, in order to manage a career, grow a business, or guide your personal or professional endeavors, IT IS WHO KNOWS YOU! –Susan Roane

Why is Networking so important? Networking is the most common way job seekers find jobs!

### What is Networking?

- Face-to-face or online interaction
- Relationship building
- Personal “PR”

### Skills for Successful Networking:

- **Making connections** through networking events, social gatherings, LinkedIn, social media, professional associations, phone calls, or volunteering
- **Building relationships** by following up with contacts, doing informational interviews, or job shadowing
- **Nurturing networks** by staying in touch and exchanging information or advice

### Building Your Network:

Who should be in your network of contacts? Your network should consist of people you already know and others you will meet in the future, such as friends, relatives, classmates, parents of classmates, co-workers, supervisors, employers, neighbors, instructors, advisors, coaches, administrators, mentors, and acquaintances. Do not rule out anyone! Try to build a network that is as diverse as possible and includes a few influential people.

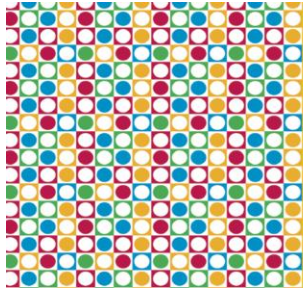
Your network should consist of individuals who can:

- Give advice, tips, referrals, or information
- Tell you about job or internship openings
- Offer you a job or recommend you for a position
- Introduce you to important people

### Networking Events:

Networking events through professional organizations, clubs, school, work, or in your community offer excellent opportunities to build your network. Make the most of an event by being prepared and having a strategy. Attend as many events as you can to practice and improve your networking skills.





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**BE EXCEPTIONAL**

**Tips for Attending Networking Events:**

- Arrive early and study nametags
- Make a short list of people you want to talk to
- Smile at people you talk to
- Offer a firm handshake when introducing yourself
- Introduce yourself using a short “elevator speech”
- Remember names
- Ask for business cards
- Encourage other people to talk about themselves
- Offer to get drinks for others
- Introduce others as if they are the most important people on earth
- Present your business card at the end of each conversation (see below for more information)

**One more tip...**

**Always have business cards with you!** Making your own business cards is fast and easy! Go online to a website like [www.vistaprint.com](http://www.vistaprint.com) to create your business cards for free. Include your name, contact information, and major on the card. Carry your cards with you at all times so you never miss a networking opportunity!

