

# NETWORKING

Networking is about building and maintaining relationships with people who work in similar careers. If done correctly, networking is the number one way to obtain an internship or job.



CENTER FOR  
CAREER & PROFESSIONAL  
DEVELOPMENT  
(CCPD)

## BENEFITS OF NETWORKING

- Creates the potential to develop professional contacts in different companies to share ideas and learn about the latest industry trends.
- You may learn about job opportunities not yet advertised.
- If you are interviewing for a job, you may know the people who are conducting the interview rather than going in “cold.”
- Networking can enhance your professional brand and reputation by making others aware of your enthusiasm, skills, and expertise within a particular field.

## CONTACTS FOR YOUR NETWORK

- **FACULTY**  
within your field
- **FAMILY, FRIENDS, NEIGHBORS**  
know people in different fields
- **ALUMNI**  
of the University
- **PROFESSIONAL ORGANIZATIONS**  
join professional organizations and attend meetings or conferences
- **SOCIAL MEDIA**  
utilize Twitter, Facebook, Instagram, or LinkedIn

## SAMPLE E-MAIL:

Dear Ms. Asbury:

It was a pleasure meeting you at the National Society of Women Leaders conference in Florida. I would like to speak with you about your career path as a Communications Director and to learn more about what it is like to work at such a prestigious company as Lockheed Martin. As we discussed, I am currently a junior at Post University obtaining a Bachelor of Arts in Communication and Media Studies with a Concentration in Strategic Communication. In addition, I am Captain of the Women’s Lacrosse team.

My contact information is 860.555.5555 or lastname.firstname@gmail.com. Attached is a copy of my resume for your review. Thank you for your kind consideration. I look forward to hearing from you.

Respectfully,

Your Name

## NETWORKING DO'S...

- Conduct research about your field of interest before contacting anyone.
- Join professional organizations and attend conferences.
- Identify an organization, job title, or person of interest.
- Send an e-mail or call the person directly. You may use LinkedIn to message and connect with a person. Provide a quick summary of who you are, how you received the person's name and what information you are seeking.
- Be flexible. You need to accommodate their schedule.
- Ask for information and advice NOT a job.
- If meeting in person, dress professionally and prepare like you would for an interview.
- Listen attentively and do not interrupt.
- Respond with intelligent questions or comments.
- If appropriate, ask for referrals. Always ask, "May I use your name when I contact this person?"
- Be courteous – write thank-you notes.
- Have fun! You can meet great people who genuinely want to provide information and advice about their career.

## NETWORKING DONT'S...

- If you get the sense that someone does not have the time, perhaps let it go for now.
- Do not ask personal questions.
- Do not expect the person to get you a job! If appropriate, you may ask about potential job opportunities.
- Do not overstep your time limits. Please be respectful of people's time.
- Do not ask the person to circulate your resume for you (unless they offer.)
- Do not forget to say thank you! Send a personalized thank-you note after you meet or converse with the person.
- Please do not repeatedly call the same contact for advice and/or referrals.