

# Establish your network

## In-person and virtual networking tools to build connections

Networking helps you connect and build relationships to support your career development and decisions. These connections can provide you with career advice, connect you with industry experts and resources.

## Effective Networking

### Make the most of networking opportunities

#### Build your network by diversifying your strategy

- **Network online:** Having an online presence and building your brand is an important step to building your network.
- **Networking events:** There are many options to network at events (both online and in-person) such as: career fairs, alumni panels and employer open houses.
- **Everyday opportunities:** Attending class, volunteering, joining student clubs or professional orgs and even going to social gatherings are all ways you network daily.

#### Build your online presence

- **Keep your profiles up to date:** Add new positions, achievements and skills.
- **Be active:** Like and comment on posts that your connections and companies you follow share.
- **Join groups:** Comment, like posts and contribute to the discussion.
- **Interact:** To minimize the pressure of constant engagement and content creation, we suggest you interact meaningfully by following the 10-4-2 strategy. For every 10 posts you like, comment on 4 posts and share two to your network.

## Using LinkedIn

LinkedIn is a social network designed for your professional life



#### A LinkedIn account allows you to:

- Showcase your professional brand to the world.
- Help employers, graduate school or future colleagues learn about you as a professional.
- Search for jobs and internships.

#### Building your LinkedIn profile

- Get recruiters' attention by building a profile that stands out.
- Complete the [Getting Started with LinkedIn](#) future focus activity.
- Review the [LinkedIn Profile Checklist](#).

## Building your network

### Ways to connect with industry professionals.

- **Attend employer events through ASU.** Career Services hosts tabling events, panel events and workshops where employers come to connect with ASU students.
- **Attend a Career Fair.** Career Services hosts in-person and virtual career fairs. These events are great opportunities to connect with hundreds of employers or professional contacts.
- **Attend professional conferences.**
- **Join professional organizations.**
- **Build your LinkedIn profile.**

## Preparing for networking events

### Research. Prepare. Practice.



#### Who will be there?

Research organizations or professionals that you would like to connect with.



#### What questions will you ask?

What do you want to know about an organization or career?



#### How will you introduce yourself?

Create your **Powerful Introduction** and prepare to have a conversation about your skills.

## Networking at events

### Where to find networking opportunities.

- **ASU Career Services**
- **Handshake**
- **ASU event calendar**
- Academic college newsletters
- Follow organizations on LinkedIn
- Join student clubs on **Sun Devil Sync**