

THE CATHERINE CAREER GUIDE TO

Networking

Networking is connecting with individuals who know about or work in career fields of interest to you. Most students network regularly without knowing it through Social Media, campus organizations, attending job fairs, or with peers in class.

Why Network?

The more you network, the more opportunities you give yourself to meet and establish relationships with people who may be influential in your career. According to the MN Department of Employment and Economic Development, 65% of positions are found through networking or direct contact with employers.

Getting Started

Before contacting someone, it is important to *clarify* what you hope to learn. What you might plan to learn through networking:

- Information about a job, career, or organization
- Examples of how professionals started their career
- The day to day of a certain occupation/organization
- Information to help focus your own professional goals and learn about industry development opportunities
- Tips about resumes, professional associations, and/or the industry
- Advice on trends and/or job outlook
- Develop relationships with people in your field of interest

Identify Contacts

Think of people in your immediate circle. The following are examples of individuals you may start to connect with:

- Family
- Friends
- Parents' friends
- Neighbors
- Classmates
- Colleagues
- Supervisors or Faculty

You may also find contacts through recruiters, guest speakers, and/or LinkedIn.

Social Networking Using Online Connections

Many employers are actively using social networking sites (especially LinkedIn, Facebook and Twitter) for recruiting and to check out potential employees. **Think about how you can make a positive impression with employers on social media.**

LinkedIn

LinkedIn is a professionally oriented networking site and very useful in connecting with employers and professionals. Tips to get you started:

Create a professional profile. Use the tutorials on LinkedIn to see how to set up and make your profile look great.

Add networking connections. Send invitations and accept invitations from people you know.

Join groups. Join professional associations, career related groups and the St. Kate's alumni association group to find contacts. "Follow" sites for employers and organizations that interest you and then you can then communicate directly with employees who are members in any of your groups.

Search for job openings. Use key words to search for jobs, check for connections with people who work at the company and follow directions on how to apply for jobs.

See tutorial links and more information on Career Development website at www.stkate.edu/career

Facebook

Many students think that Facebook is just for your friends and family, but know that some employers use it to learn about candidates and as a screening tool. Make sure to have your privacy setting up to date, no compromising pictures or information on your site, and **do not post negative things about present or past employers.** Follow and "Like" employers of interest.

Twitter

When using Twitter, use the search box to find people, organizations or companies to follow. Follow the "tweets" of the industry experts to stay current on trends. You can follow individuals and employers of interest, as they may post open positions. Use hashtags, questions, and your current network to foster connections over Twitter. If you send "tweets" remember what you say and how you say it reflects on your professional image.

Instagram

As with Twitter, just following someone isn't enough to build a connection. The best approach is to interact with the person you'd like to be in touch with.

Tip:

Do not accept private Instagram profile requests unless it's someone you already know – odds are this is not a platform they use to network with new people. Instead, comment on professional posts—pictures of the office, of that person traveling for work, or of events he or she has attended.

Also check yourself – **do not swear, post compromising pictures, videos, etc.** on this platform.

Check out social media networking articles for good tips and suggestions at www.themuse.com



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