

Introduction: <http://www.unmc.edu/publichealth/CareerServices.htm>

## GENERAL NETWORKING

1. Tips
  - a. Find areas of mutual interest—ask questions, use good listening skills and be genuinely curious
  - b. Think about your elevator speech—be ready for the “What do you do?” question!
  - c. Follow up

2. Places & Ways to Network

**List two places/ways to network that you would be willing to try in the next three months:**

3. Handouts

*10 Tips for People who Hate Networking*

*Non-Awkward Ways to Start and End Networking Conversations*

## SOCIAL MEDIA & NETWORKING

Assess your social media activity and behavior

Social Media Site/Tool (i.e. Facebook, Twitter)	Purpose for using & audience (social, friends & family, professional, etc.)	Content that could be <b>negative</b> or damaging from a professional standpoint	Content that would be an <b>asset</b> from a professional standpoint

After assessing your social media activity, think about the things that you need to Stop, Continue, and Start in order to have the best online professional presence possible.

**I will stop and/or remove:**

**I will continue:**

**I would like to start:**

## LINKEDIN

1. LinkedIn Profiles

**What would your headline be?**

**What are key words you would want to appear in your summary?**

2. Exploring LinkedIn

**What types of groups do you want to look for?**

**Which companies do you want to look up?**

**Who do you want to connect with?**

3. Summary

Use LinkedIn to:

- Network—with people you know and new connections
- Research—general research in your field and focused research for a job
- When applying for Jobs—complement and expand your resume, application and interview

LinkedIn Tips:

- Include an appropriate photo
- Use the Summary field to your advantage
- Include ALL experience
- Participate in groups
- Always personalize your connection requests
- Set your privacy settings

**And... Remember to join the “UNMC COPH Students & Alumni” Group!**

# 10 Tips For People Who Hate Networking

By [Devora Zack](#)

Do you associate [networking](#) with shameless self-promotion and ‘more = more’? Does that make your stomach turn? Me too!

Networking has a bad reputation as a forum for superficial small talk. Yet *real* networking is about establishing mutually beneficial, lasting connections, one person at a time. And with my modern approach to networking, even *you* can shine and thrive at a board meeting, convention, or free-floating cocktail party.

The reason so many of us hate networking – and profess to stink at it – is because we’ve been futilely following the wrong rules. Rules that only work for a paltry 15% of the population and require us to be phony – a sure fire way to short circuit.

## 10 Tips For People Who Hate Networking

*Networking for People Who Hate Networking* (Berrett-Koehler 2010), which is translated into 11 languages, offers a completely new – and infinitely more effective take – on networking. Networking isn’t about working a room or telling everyone how fabulous you are. Real networking is building meaningful, lasting, mutually beneficial connections one person at a time.

This new and improved definition of networking means being true to you; capitalizing on your strengths, and tossing aside ‘rules’ that don’t match your temperament. The book’s self-assessment identifies your networking style. However, here are a few tidbits designed especially for you:

### 1. Be True To You

You are better qualified to be you than anyone else. Stamp out networking advice that demands you behave in ways that drain you. Harness natural abilities as networking strengths rather than liabilities. Like to listen, not talk? Do it. Energize alone? Go for it. Prefer one-on-one conversation? Arrange it.

### 2. Realize Less Is More

Be selective. Go to fewer events and be more focused when attending – rather than dragging your weary self to every business opportunity and showing up like a networking prisoner.

### 3. Plan Your First Impression

Cognitive scientists say it can take up to 200 times the amount of information to undo a first impression as it takes to make one. Who has that kind of spare time? Not you! Show up with the best version of you, every time. You never know who you are meeting.

#### **4. Volunteer**

Many of us dislike [networking events](#) because we don't know what to say to a group of strangers. Free floating through a room is a fast track to free-floating anxiety. What to do? Simple. Volunteer to help out. Voila! You have a purpose and something to talk about. Even better, you position yourself as someone helpful – proving how indispensable you are rather than telling everyone about it.

#### **5. Get In Line**

This strategy is brilliant. You walk into a networking event with nowhere to go and no one to glom onto. What's a desperate networker to do? Get in a queue. Any queue. The longer the better!

Why? A queue gives you a place to put your body and a temporary purpose in the world. There are only two people to talk with – the person in front and person behind you. There is a reward – whatever is given out at the front of the queue. And a natural ending – the front of the queue. Nice meeting you! Ta-ta!

#### **6. Set Challenging Yet Achievable Networking Goals**

Well-formed goals vary by personality. At a networking event, task yourself with meeting one or two people, not a dozen. And follow up (see #10!).

#### **7. Show Don't Tell**

Rather than boring others with a canned advert of how marvelous you are, demonstrate live-time your fabulous self. Be useful and gracious. Greet others with a warm smile and leap at every chance to be helpful.

#### **8. Research**

Rather than wandering cavernous expo halls at industry events, do your pre-work. Learn in advance what organizations are of particular interest. Spend more time with fewer people. Impress key targets with your knowledge of who they are and why you are a perfect match.

#### **9. Listen**

Ever sense your remarks just shoot off a cliff and crash to the ground? Who needs that kind of pressure? Instead focus on those around you, asking thoughtful questions. Network via a sincere interest in others rather than promoting your fine self.

#### **10. Follow-Up Or Forget About It**

If you're not following up, you're not networking! We forget half of what we hear within 48 hours. Write personalized follow-up within two days or risk having your brilliant remarks erased permanently from the minds of those you wowed. If you're not following up, you're not networking.

Good luck out there! See you at a networking event. I'll be standing alone by the buffet. Come say hi!

# Non-Awkward Ways to Start and End Networking Conversations

by [Jessica Taylor](#), March 5, 2012 — 3 Comments

When I first started attending networking events, I was terrified to approach large groups of strangers. I watched some of my peers dive into these situations with ease, and wondered how on earth they made it look so natural. Meanwhile, I found myself sitting awkwardly alone, clutching a cocktail, and desperately brainstorming conversation topics.

Fortunately, I've [improved my networking skills](#) over the years, and am much less likely now to stick out like a sore thumb at events. I've learned that the most important part of successful networking is to have a good icebreaker to start a conversation and a smooth closing statement for when you're ready to move on.

Here are a few inside tips to help you master the art of starting and ending those tricky conversations:

## Opening Lines

### To Start a Conversation

A simple introduction can transition into a solid conversation if you're willing to share a bit about yourself right off the bat.

*Try: Hi, I'm Jessica and I work in the PR department at Company X. My role has been super challenging lately because of all the new regulations around paid placements in media spots. Have you been dealing with that, too?*

### To Make a Friend

A big event can be a lot more fun (and [a lot less intimidating](#)) if you can find a pal to stick by your side. Asking someone to explore different areas with you is a nice way to talk with less pressure.

*Try: Hi, have you been to the silent auction table yet? I'm heading over there now and would love some company.*

### To Get Advice

If you're interested in a new opportunity or area of work, networking is a great way to [get more information](#). Don't be afraid to ask someone candid questions after giving some background on why you're interested.

*Try: Hi, I see that you work at Company X. I've always been interested in their work, and recently saw a position open up that I'm thinking about applying to. Do you have any advice for me? What's it like working there?*

### To Get Your Bearings

[Large conferences](#) and events can be pretty overwhelming. If you're a first-time attendee, approaching someone for assistance can be an easy way to start a conversation. Look for someone who seems familiar with the scene and ask for an insider tip.

*Try: Hi, I've never been to this event before. You look like a regular—any tips you could give me on what to expect? What are the best sessions here?*

### To Lighten the Mood

When in doubt, ask a question to prompt a conversation. Stick with light, generic topics, and offer them with a smile.

*Try: How many people do you think are here? Can you believe we have to wear these awful nametags? Were you here last year when the keynote speaker was late?*

## **Parting Ways**

The icebreakers above can be the launching pad you need to start networking and feel more comfortable in an unfamiliar situation. But unless you're lucky enough to stumble into your soul mate at a trade show, you'll eventually need a natural way to exit a conversation. A good rule of thumb is to talk for five to 10 minutes—and then move on.

Here are some closing statements that are polite, but still get the point across that it's time to hit the road:

### **To Exit Gracefully**

Sometimes, even when you've met someone interesting, the time comes when you're ready to peruse the rest of the event. This is a great time to hand off one of those business cards burning a hole in your pocket.

*Try: Steve, it was really a pleasure speaking with you. I'm going to take a look at some of the other exhibits here, but if I don't run into you later, I hope to see you at another event soon.*

### **To Connect Later On**

When someone you've met seems like a valuable contact, make sure you exchange information before you part. You can even [suggest a future meeting](#) to speak one-on-one.

*Try: Margaret, I have to head out right now, but I really enjoyed learning more about your work. Could I get your contact info to schedule a time for us to finish our conversation?*

### **To Plan a Follow-up Date**

If you think that you'll run into a new contact at another upcoming event, why not plan to attend together? This helps you build a relationship with a good connection and can help you feel more comfortable at that next event.

*Try: I had a great time talking with you—are you planning to go to the expo next month? It seems like something that would be relevant to both of us, so maybe we could go together.*

### **To Get Advice and Get Out the Door**

A new contact can be a valuable resource, but that doesn't mean you need a shadow all night. When it's time to part ways, be honest that you'd like to follow up at a later date, and then say a polite goodbye.

*Try: Mike, I'm in a tricky stage in my career and wonder if I could pick your brain for advice over lunch some time soon. I need to say hello to a few others here, but can we plan to connect next week?*

### **To Just Flee the Scene**

Sometimes, you end up talking to someone who really isn't that pleasant or interesting. I once got trapped in an endless conversation about uses for old dryer sheets (I wish I was kidding). When you're struggling for more conversation and need a reprieve, be kind, but assertive.

*Try: Laura, it's been great getting to know you, but I need to say hello to a few more folks around here. I hope you have a great evening.*

Networking isn't always smooth sailing, and most of us have at least a few awkward experiences to share. But learning how to start and close conversations is one of the best ways to [master this important skill](#). With any luck, you'll make some connections, you'll find some event buddies, and you'll gain some helpful professional resources.

Read more: <http://www.thedaily Muse.com/career/non-awkward-ways-to-start-and-end-networking-conversations/#ixzz2Or6s3miK>

Follow us: [@daily Muse on Twitter](#) | [thedaily Muse on Facebook](#)

<http://www.thedaily Muse.com/career/non-awkward-ways-to-start-and-end-networking-conversations/> (accessed 3/28/13)



# Building a Great Student Profile

Showcase your experience and interests.

## 1. Craft an informative profile headline

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Student, National University” or “Recent honors grad seeking marketing position.” Check out the profiles of students and recent alums you admire for ideas and inspiration.

## 2. Pick an appropriate photo

LinkedIn is not Facebook. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. That means no party photos, cartoon avatars, or cute pics of your puppy.

## 3. Show off your education

Include information about all institutions you’ve attended. Include your major and minor if you have one, as well as highlights of your activities. It’s also appropriate to include study abroad programs and summer institutes. Don’t be shy — your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you’ve won.

## 4. Develop a professional summary

Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Include relevant internships, volunteer work, and extra-curriculars. Present your summary statement in short blocks of text or bullet points for easy reading.

## 5. Fill “Specialties” with keywords

“Specialties” is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the profiles of people who currently hold the kinds of positions you want.

## 6. Update your status weekly

A great way to stay on other people’s radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you’re attending, major projects you’ve completed, professional books you’re reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call.

## 7. Show your connectedness with badges

Joining Groups and displaying the group badges on your profile are perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university’s LinkedIn group as well as the larger industry groups related to the career they want to pursue.

## 8. Collect diverse recommendations

The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.

## 9. Claim your unique LinkedIn URL

To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to “public” and claim a unique URL for your profile.

## 10. Share your work

A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website, blog, or Twitter feed. Through Applications, you can share a PowerPoint or store a downloadable version of your resume.



# How to Network on LinkedIn

Follow these easy steps to get connected now.

## 1. 100% complete = 40x more opportunities

You can't build connections if people don't know who you are or see what you have to offer. Your LinkedIn profile is your online business card, resume, and letters of rec all in one. Users with complete profiles are 40x more likely to receive opportunities through LinkedIn.

## 2. You're more experienced than you think

The more information you provide, the more people will find reasons to connect with you. Think really broadly about all your experience, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone's eye.

## 3. Use your Inbox

Contrary to popular belief, networking doesn't mean reaching out to strangers. The best networks begin with those you know and trust, and then grow based on personal referrals. Start building your LinkedIn network by uploading your online address book and connecting to friends, relatives, internship colleagues, and professionals you know in the "real world."

## 4. Get Personal

As you build your connections on LinkedIn, always customize your connection requests with a friendly note and, if necessary, a reminder of where you met or what organization you have in common. If you're being referred by a mutual friend, write a brief intro of who you are and why you'd like to connect. You'll impress people with your personal touch.

## 5. Join the "In" Crowd

Another way to form new online relationships is to join LinkedIn Groups. Start with your university group—alums love to connect with students—and then find volunteer organizations or professional associations you already belong to. As a member, you can comment on discussions, find exclusive job listings, and meet people who share common interests.

## 6. Lend a (virtual) hand

As you build connections and group memberships, think about what you can do to support others. Comment on a classmate's status update or forward a job listing to a friend – you'll find that your generosity is always rewarded (and you'll feel good about it!)

## 7. Update your status #early and #often

Networking is not just about who you know; it's about who knows you. Stay on other people's radar screens by updating your LinkedIn status at least once a week—you can do this directly on LinkedIn or by linking your Twitter account and marking tweets with #in. Mention events you're attending, projects you've completed, and other professional news.

## 8. Question (and answer) everything

LinkedIn's Answers feature is a great place to seek advice from a wide variety of people all around the world. You can also show the world what you have to offer by answering people's questions about a topic where you have some expertise. The more active you are in Answers, the more people will view your profile and want to connect with you.

## 9. Do your homework

Before an informational interview, a job interview, or a networking get-together, use LinkedIn to learn about the background and interests of the people you're scheduled to meet. Access Company Pages to research organizations and their employees, and use Advanced Search to find things you have in common with people you're meeting.

## 10. Now step away from the computer...

Be sure to support your online networking with real human contact. Set up phone calls, attend live events, and send snail mail notes to people you interact with on LinkedIn. Remember that online methods should supplement, not replace, in-person relationship-building.





# Q&A: LinkedIn Etiquette

Here are some guidelines for minding your e-manners.

## **Q: How often should I check LinkedIn?**

A: While logging in daily is ideal, what's most important is that you maintain a consistent presence and respond to messages and connection requests in a timely fashion. LinkedIn will send you a Network Update once a week or once a day -- you can use that email as a reminder to log in and send someone a note, respond to a request or post to a group discussion.

## **Q: How do I make sure my LinkedIn profile is professional?**

A: First, be totally truthful and never stretch the facts -- remember that your profile is public. Next, post a photo that is professionally appropriate (no pets, quirky backgrounds or funny expressions). Finally, write up your experience and credentials as you would present them on a resume or cover letter. Your writing can be a little less formal on LinkedIn, but proper grammar, spelling and proofreading are essential.

## **Q: What's the best way to request to connect with someone?**

A: LinkedIn provides a basic message "I'd like to add you to my professional network on LinkedIn," but it's a good idea to customize your requests. You'll get a better response rate if you write a brief, personalized, polite note to each potential connection reminding them how you met (if necessary) and explaining why you're interested in connecting -- e.g., to ask for advice or to keep in touch after meeting at a conference.

## **Q: How do I ask for an introduction?**

A: When you request an introduction, you'll be prompted to write a note to your mutual connection and then a separate note to the person you want to meet. In both cases, draft a compelling subject line and a short note

that introduces you and explains why you hope to connect. Just remember never to ask directly for a job -- it's neither polite nor appropriate.

## **Q: What should I do if someone doesn't respond to my connection request or message?**

A: There is no guarantee that everyone you want to connect with will want to connect with you. If you haven't heard from a potential connection in over a month, it's okay to send that person an email to say that you've reached out and would like to connect. If that doesn't work, it's best to move on to people who are more interested or responsive.

## **Q: How many groups should I join?**

A: The number of groups you belong to on LinkedIn should reflect approximately the number of professional affiliations you have (or want to have) in real life. For instance, if you attend college, are an accounting major and love social media, it would be great to join your alumni group, an accounting group or two and a social media group or two. To get the most benefit from group participation, quality trumps quantity.

## **Q: What is the most polite way to ask someone to write a recommendation?**

A: Most importantly, you want to request recommendations from people who really know you and your work, such as former bosses or professors. Customize each Recommendation Request with a polite, gracious and personalized note, and provide a few words outlining the accomplishments or qualities this person might mention about you. And, of course, always thank the person for writing the recommendation.



# How to find your career passion

What if you don't know what you want to do? Here's how LinkedIn can help.

## Search high and low

Pick absolutely anything that interests you and type that word or phrase into the "Advanced Search" box on LinkedIn. For instance, let's say you love basketball. Just type "basketball" and your results will show the profiles of anyone on LinkedIn who mentions it. Review these profiles to discover the professional and educational experience, skills and qualities needed to land various positions related to basketball and see if any organizations, job functions or groups in these peoples' profiles catch your eye as potential options for you. Don't love what you find? Try searching on a different term!

## Be a joiner

You can join groups on LinkedIn related to any career interest that even vaguely appeals to you. If you like cooking, join a group for professional chefs. If you've fantasized about starting your own business, join a group for entrepreneurs. Then, if you find yourself really engaged in the content, start contributing to discussions and connecting with other members. Your interest may be an indication that this is a career path you should pursue. On the other hand, if you lose interest after receiving a few updates from a group, then that profession might not be the best choice.

## Eavesdrop on employers

You might have a few organizations in mind – organizations you've seen around campus or heard about through your friends or family – but you're not sure what that company actually does. LinkedIn Company Pages will give you insight into any organization's employees, divisions and types of jobs. Plus, by "following" any company on LinkedIn, you can find out about their news, events, and job announcements.

## Be curious

Once you've explored some things you know you're interested in, start expanding your horizons. Scan the discussions in your college's LinkedIn Group and read about something new and different. Click on the "Jobs" tab on LinkedIn and start searching through thousands of unique possibilities. You can limit your job search to positions within 10 miles from home or broaden it to include cities around the world. Finding job openings in Paris or Sydney is just as easy as finding a job down the street. You can also use LinkedIn's student jobs portal. Play around. Experiment. It's quick, it's easy, and it's free. You never know what might ignite a passion.

## Connect with passionate people

Look around your life for other people who share your passions -- or any passion. Just as you should connect on LinkedIn with people who share your alma mater or a past internship employer, you should also connect with people who share your personal interests or hobbies. Look for people who inspire you in groups and send them a connection request asking for a few words of wisdom. Most passionate people are happy to share their excitement about what they do.

## Don't be afraid to fail

It's unlikely that you'll find your passion just by sitting at your computer. You have to go out in the world and try new things. Do more volunteering, take on part-time work, sign up for a class in something you've never studied. Use LinkedIn to discover your passion and find opportunities, and then get out there and take action! Don't worry. Your path is out there, just waiting to be discovered.