# Colgate University

Center for Career Services



# Effective Networking







# Did you know?

68% of companies offer a referral compensation program

94% of employers used social media for recruiting

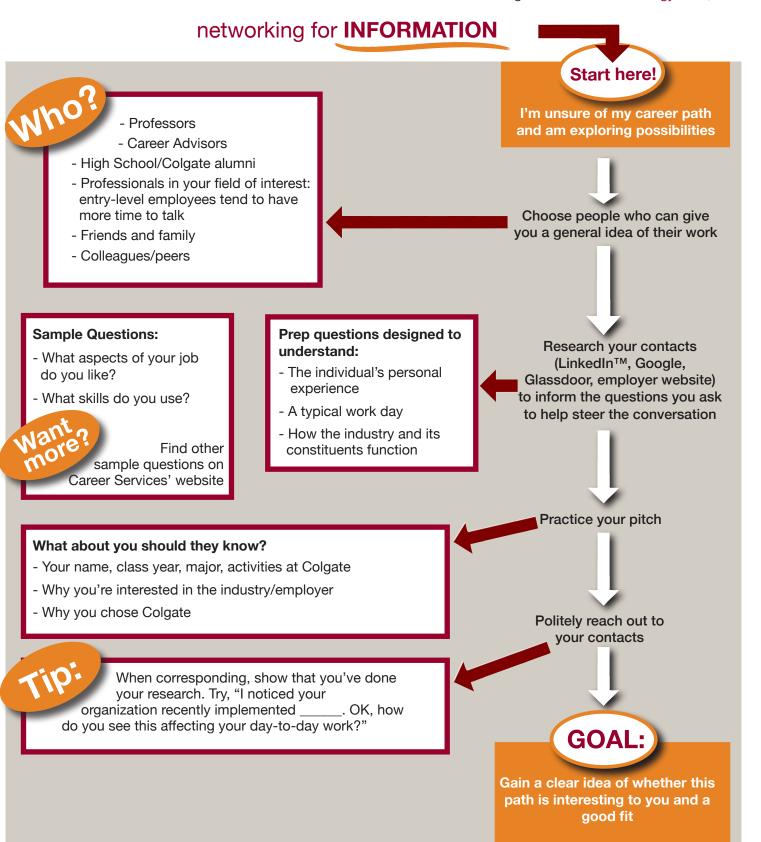
93% of recruiters will look at a candidate's online profile after they apply

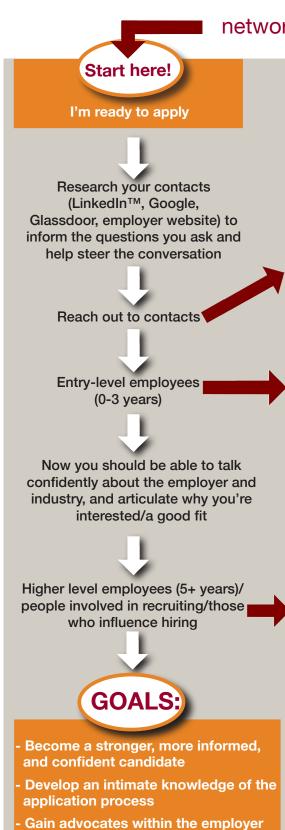
78% of recruiters have made a hire through social media

80% of all job/internship opportunities are not posted online

## **NETWORKING**

is cultivating relationships over time to learn about a field of work, employer, or place. There are two main purposes for networking: information and strategy. How, with whom, when, and for what goal all depend on your purpose.





### networking for **STRATEGY** Sample outreach email: Hello Mr./Ms./Dr. I am a junior at Colgate University, and I found your contact information through Career Services. After my experience in volunteering with local children, I am strongly considering a career in social advocacy. I was hoping I could set up a 20-minute phone call with you to discuss your experiences in this field. Please let me know if you might be willing to talk with me, and I will follow up to schedule a call. Thank you, and I look forward to hearing from you, Your Name Prep questions designed to understand: - Information about the employer not found on the website - Résumé feedback, details about the application process, and advice to strengthen your application (opportunities to mock interview) - Classes or activities to prepare you for a career in the field - Referrals to others

# Prep questions designed to

How to be the best possible candidate

understand:

- How to expand your network
- Mention others with whom you spoke

Remember to:

- Be straightforward, but not demanding, about your objectives
- Ask for, but don't expect, a call or meeting
- Be ready to reiterate your interest with specificity

REMEMBER: You become an extension of your contact's reputation when your contact advocates for you. This is more likely to happen when you make a consistently good impression. See tips on reverse.

### MAINTAIN/CULTIVATE YOUR NETWORK

Networking is not a "one and done" interaction. Having consistent contact is crucial to maintain and build your network.

- Keep your connections up-to-date with your professional and academic accomplishments
- Circle back to your contacts with additional questions or thoughts that demonstrate your expanding knowledge or focus
- Don't wait until you have a question or personal update before you get back in touch; reach out to share interesting articles, Colgate news, or holiday wishes

Our career advisors can strategize with you to draft emails and questions, and keep your dialogues active.



### **Online**

### iCAN (2

Colgate's Alumni Career Advisory Network
To gain access:

- Have your résumé certified this academic year
   AND
- Attend a "Network or Not Work" workshop or meet with an advisor

# Linked in The Linked

The world's largest professional networking platform and a great resource for job searching.

- Create a complete LinkedIn<sup>™</sup> profile (see our guide for more info)
- Find and connect with Colgate alumni (linkedIn.com/alumni) and other contacts
- · Join these groups and others that interest you:
  - "The Official Colgate University Group"
  - Colgate's Professional Networks (colgate.edu/networks)

### In-person

- Networking receptions
  - Colgate provides many!
- Events through Alumni Relations or professional organizations
- On your daily commute, the airport, waiting for coffee, etc.

### Tips for networking (in-person and online):

- Display proper body language, make eye contact, and provide a firm handshake
- Be prepared for conversations
- Treat alumni volunteers and other contacts with the utmost respect
- Ask for contact information to stay in touch
- Be respectful of people's time
- Send thank you notes (e-mail is fine)
- Spell check and proofread your messages
- Be aware of your digital presence on social media (Facebook, Twitter, Instagram, blogs, etc.)