

# Effective Networking



## Did you know?

**68%** of companies offer a referral compensation program

**78%** of recruiters have made a hire through social media

**94%** of employers used social media for recruiting

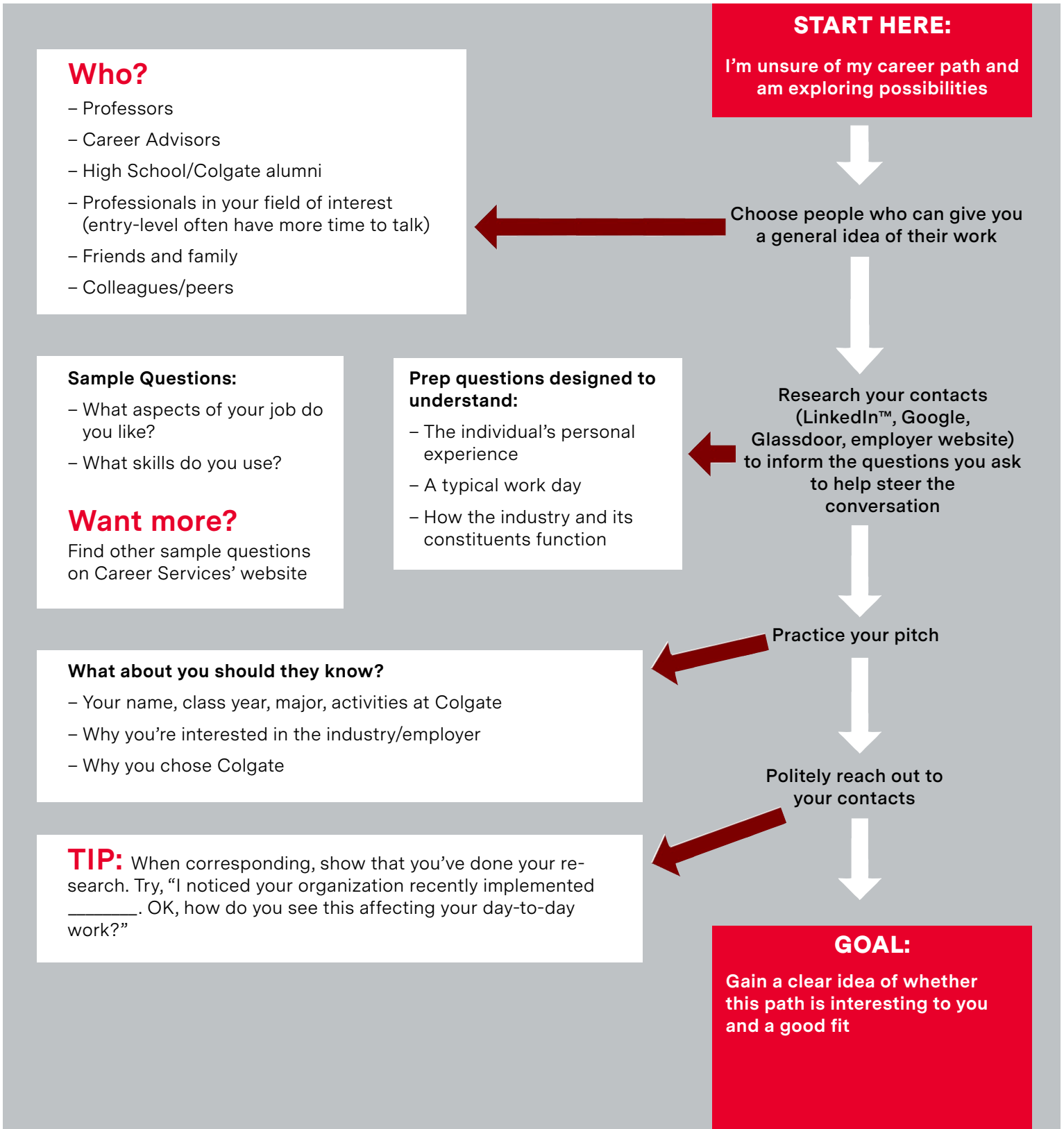
**80%** of all job/internship opportunities are not posted online

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

# 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 Information



# NETWORKING

## Networking for Strategy

### START HERE:

I'm ready to apply



Research your contacts  
(LinkedIn™, Google,  
Glassdoor, employer website) to  
inform the questions you ask and  
help steer the conversation



Reach out to contacts



Entry-level employees  
(0-3 years)



Now you should be able to talk  
confidently about the employer and  
industry, and articulate why you're  
interested/a good fit



Higher level employees (5+ years)/  
people involved in recruiting/those  
who influence hiring



### GOAL:

- Become a stronger, more informed, and confident candidate
- Develop an intimate knowledge of the application process
- Gain advocates within the employer

### 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 understand:

- How to be the best possible candidate
- How to expand your network

### TIP:

- Mention others with whom you spoke
- 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

### TIP:

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 dialogue active.



Courtney  
Aldridge



David  
Loveless



James  
Reed



Kat  
Kolozsvary



Laura  
Chrissley



Vera  
Chapman

## RESOURCES FOR NETWORKING

### ONLINE



*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



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

- Create a complete LinkedIn™ profile (see our guide for more info)
- Find and connect with Colgate alumni ([linkedin.com/alumni](https://www.linkedin.com/company/colgate)) and other contacts
- Join these groups and others that interest you:
  - “The Official Colgate University Group”
  - Colgate's Professional Networks ([colgate.edu/networks](https://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.)