

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

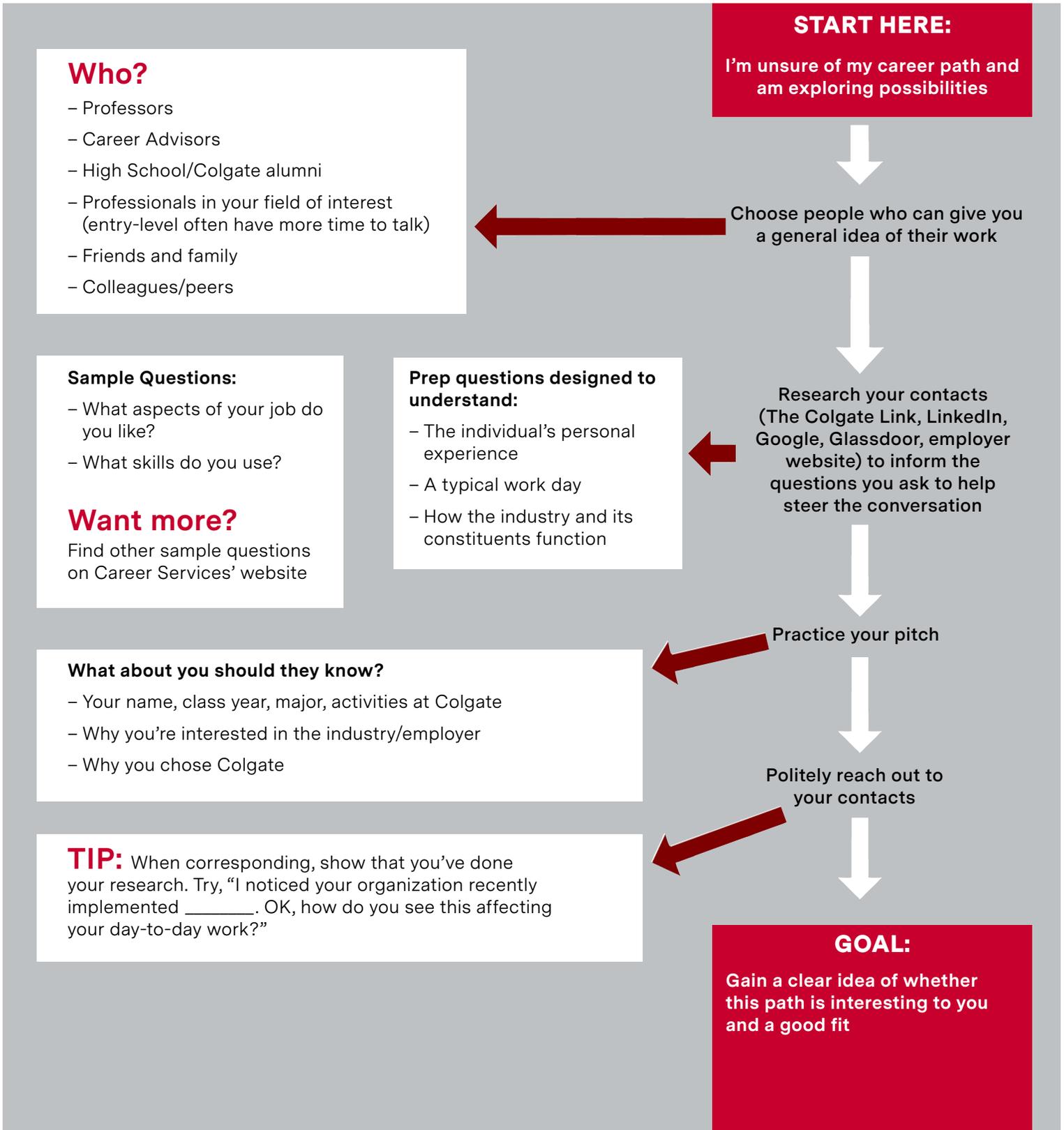
80% of all job/internship opportunities are not posted online

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
(The Colgate Link, 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 the Colgate Link/LinkedIn/referral/etc. 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 who you spoke 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

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**



**Laura
Chrissley**



**Kat
Kolozsvary**



**David
Loveless**



**Paige
Matzerath**



**James
Reed**

RESOURCES FOR NETWORKING

ONLINE



Colgate’s official online community driving professional and social connections within the Colgate network

To gain access:

- Attend a “Attend a Linking to Your Network” session or meet with an adviser



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 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.)