

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

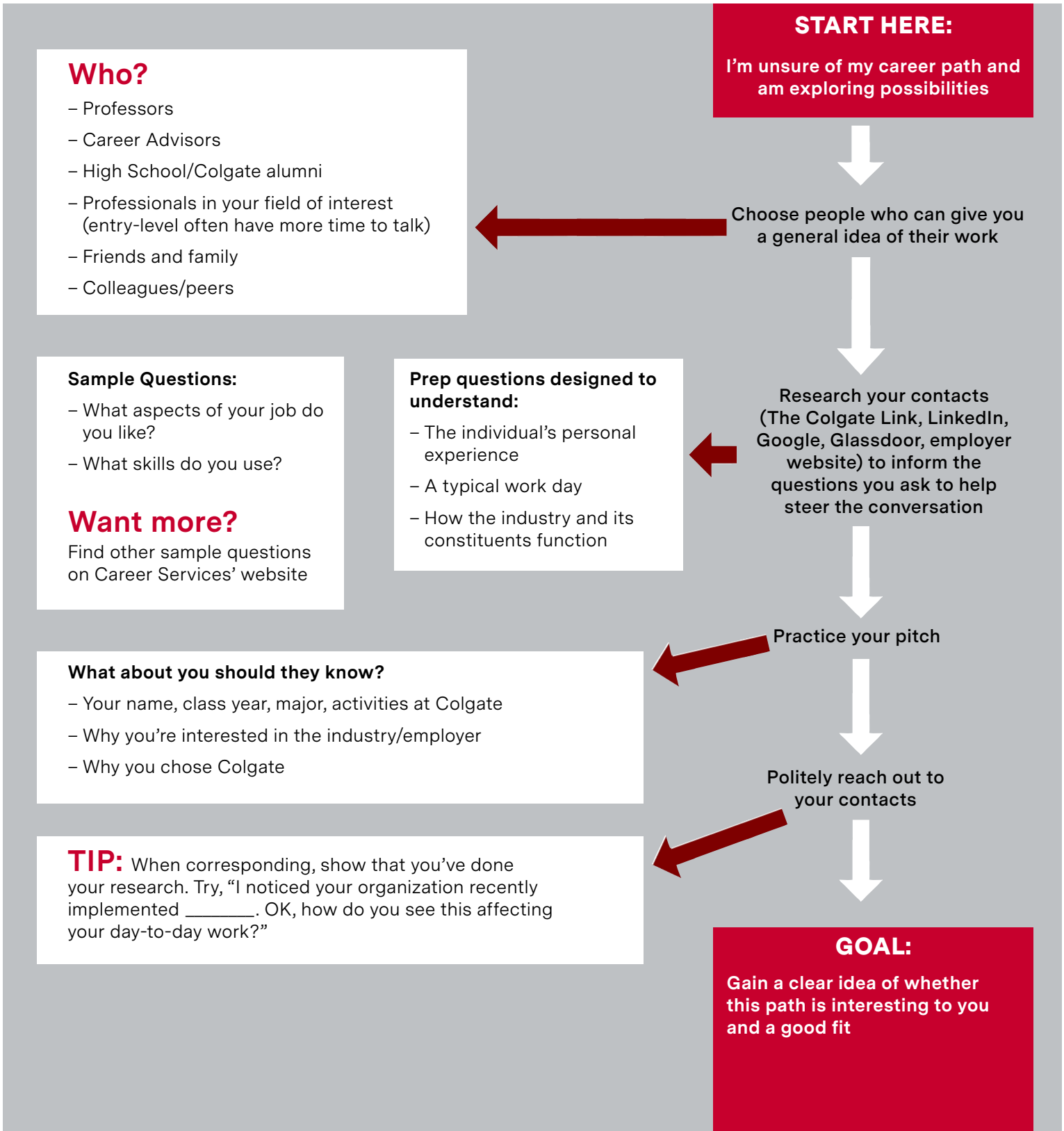
80% of all job/internship opportunities are not posted online

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.)