

COLGATE UNIVERSITY

Career Services

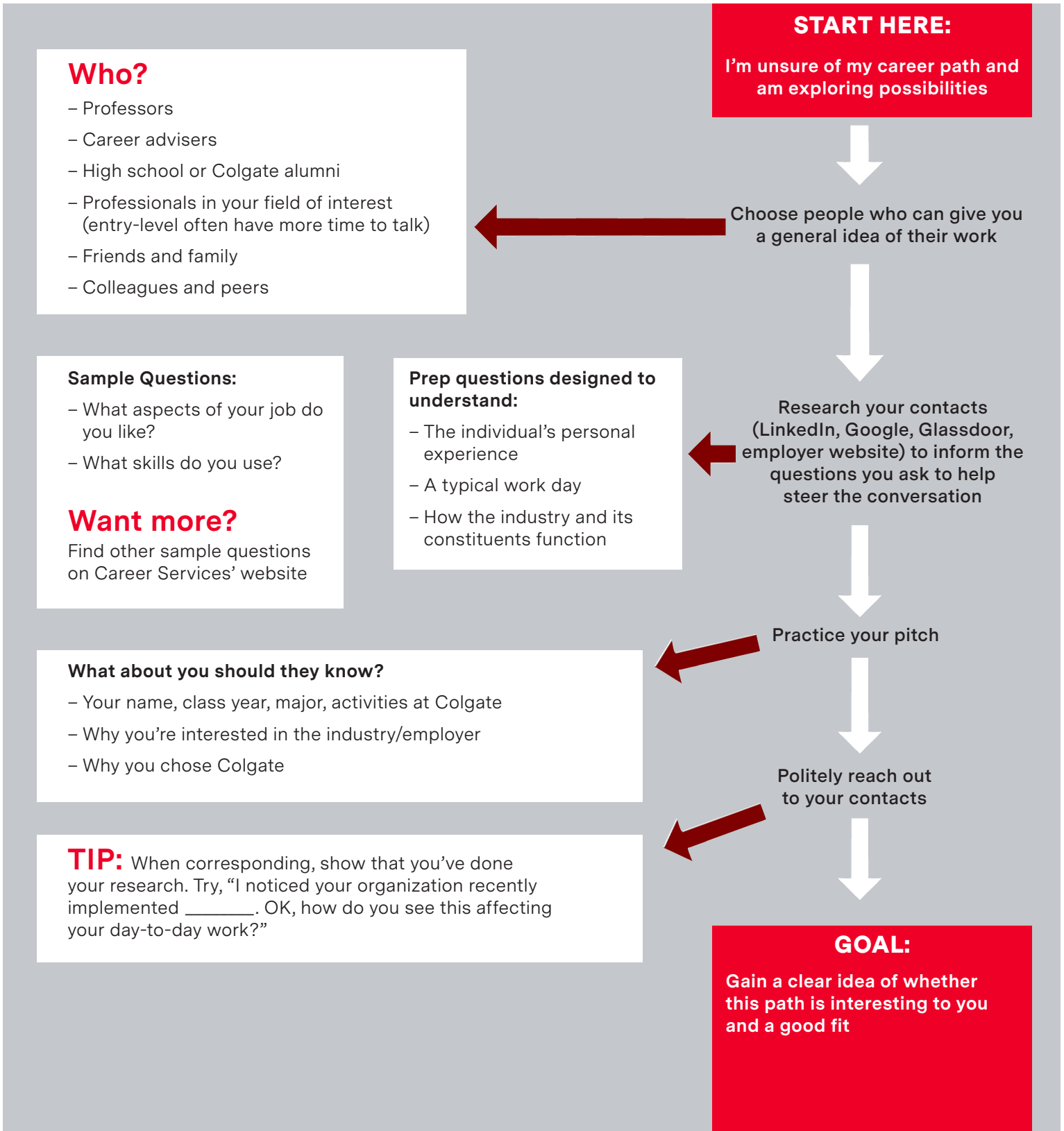
Networking Guide

Effective strategies to cultivate and maintain your professional network

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 and 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 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 advisers can strategize with you to draft emails and questions, and keep your dialogue active.



Laura
Chrissley



Laura
DelPrato



Whitney
Harper



Anissa
LeBlanc



Alexis
Racioppa



James
Reed

RESOURCES FOR NETWORKING

ONLINE



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.)