The Nuances of Networking
How it Plays Out in Today’s Job Search

It’s never too soon for you to start thinking about the job search, whether you’re looking for winter break employment, a summer gig or the big deal: life after graduation.

As you know, it’s about making connections. In today’s technological times, there are a variety of avenues that you can take in networking with potential employers.

Social Networking
According to some career experts, online social networking is one of the best things that has happened to recruiting. Yet, it’s important that you take care when networking through this medium by keeping a few tips in mind:

- Pick one site that will be used specifically for professional networking
- Post only professional content; avoid posting of personal updates or pictures
- Post a current resume on your site
- Keep your profile clean, simple and updated
- Communicate professional endeavors you are currently working on and the results of each
- Encourage “network friends” who know your previous work to provide online references

An increasing number of employers will check students’ Facebook and MySpace pages when considering whom to hire. Questionable photos and content could sabotage your chances by creating negative impressions.

Face-to-Face Networking
While technological pursuits make a lot of sense, face-to-face connections are valuable, too. Sometimes nothing beats having coffee with a prospective employer or doing an informational interview in person.

To go about this, consider:

- Setting up a few informational interviews with people in professions that are of interest to you – this can be a good use of winter or summer break time
- Asking a professional if you can shadow them for all or part of a workday
- Taking a look at people your family members are connected to – from parental friends to older siblings’ co-workers
- Talking with the folks in alumni affairs about career programs and resources they may have available – many alums love helping current students!

Networking doesn’t have to be a daunting task, especially if you start early.

Five Quick Networks to Tap Into Today!
1. Alumni
2. Relatives
3. Faculty/Staff
4. Local Professional Organizations
5. Local Businesses

NETWORK Tips for Students

**N**urture relationships – once you make a connection, keep it going
**E**stablish connections – find a mentor, attend events & become known
**T**alk with alums – they’re often eager to help students succeed!
**W**rite thank yous – you’ll remain positively in people’s minds as a result
**O**ffer assistance – it’s not just about what you can “get” from people
**R**eally be real – be genuine, show your interest & be *you!*
**K**eep at it – perseverance will get you far