



THE ART OF NETWORKING

Intentional Networking

- Networking is an ongoing process of discovering and utilizing connections between people and can help you to clarify and define your interests in various career fields.
- Networking is NOT about meeting people to ask for internship or job opportunities.
- Networking can be as informal as talking with a family member and friends or as formal as attending a career event with prospective employers.
- Networking is often based on gathering information about a certain field, career path, industry, company or organization, or developing knowledge about qualifications and skills. This will allow you to develop professional connections and obtain information and advice.

Why Network?

Start networking early on in your college career. According to the U.S. Department of Labor, 80% of jobs are never posted and networking can help you find a job:

- 94% of successful job hunters claimed networking made all the difference: *Wall Street Journal*
- 70% of jobs are found through networking: *U.S. Bureau of Labor Statistics*
- 63.4% of all workers use informal job search methods: *U.S. Department of Labor*

How Do I Network?

Identify your Networks:

Make a list of people you already know and start networking with them face to face, via phone, Skype, email, or other online communication.

School	Family/Friends	Clubs/Organizations	Internships/Jobs	Activities/Hobbies	Other

Expand Your List

Clemson University

- Career Fairs
- Company presentations at Information Sessions
- Clemson Alumni- identify Clemson graduates working in your area of interests
- Clemson Clubs - <http://alumni.clemson.edu/get-involved/clemson-clubs/>
- Special Clemson events with Residence Halls, Greek societies, student group events
- Clemson student clubs and organizations and campus panels
- Upperclassmen and faculty members

Outside Clemson University

- Community groups and local clubs
- Local/regional career fairs and events
- Chambers of Commerce
- Online groups such as LinkedIn, Facebook, Doostang, listservs, newsgroups
- Professional associations/conferences
- Professional journals
- Connections of family, friends, faculty/staff, alumni of your program or clubs/orgs

Prepare

- Assess your goals and be clear about what you hope to learn.
- Develop a 30-second elevator pitch to introduce yourself with a few key facts, explain your purpose in contacting, and generate a conversation. Use the name of the person who referred you to create an immediate link in your introduction. You should prepare several versions to use depending on to the audience.
- Practice until you are comfortable because you may need to use this at a moment's notice.
- Be prepared to talk about yourself; be aware of your strengths and skills and review your accomplishments.
- Develop good questions. Focus on preparation or training of the field.

Make Contact/Informational Interview –Use the Fall, Spring, and other Holiday Breaks!!!

An informational interview is a meeting, in which you ask for advice rather than internships or jobs. Gather information on the field and expand your professional network. Basically, introduce yourself, ask questions, obtain referrals, and close. Make a use of the informational interviewing handout available online and in the Flora M Riley Career Resource Center.

Follow Up

- Be sure to follow up with an email or letter thanking the person for their time.
- Develop a spreadsheet and keep your contacts, all correspondence, and the names of individuals to whom you were referred.
- Keep in touch and share progress. Let them know where you are in your career path and continue to develop the relationships. They might think of you when they learn of a possible opportunity.
- Use the information you have gathered to tailor your resume and develop excellent job search strategies.

Analyze your experience and decide your next steps!

Networking is not an event but an ongoing, lifelong process of building relationships with individuals who can provide you with information and advice and assist you with your career. Always look for the next step in gathering information about your career aspirations and field of interests. When casually networking, ask for an informational interview or shadowing.