Networking Online
Who’s in your network?
Why do you care about your network?
How do you network online?
Networking Strategically

- Networking etiquette
- LinkedIn
- Other Social Networking
- Informational Interviews
Networking and Manners

- People like to help
- Don’t put people on the spot
- Be mindful of people’s time
- Be friendly and collegial
- Observe how other people interact
- Don’t take things personally
- “What’s in it for me?”
Why Use Social Networking Sites?
Why Use Social Networking Sites?

- Meet people
- Organize contact info
- Stay in contact
- Follow-up with new contacts
- Be found by a recruiter
- Find writers or sources
- Publicize one’s work
- Increase visibility
- Branding
- Build your reputation
- Give back to others
Setting Up Your Profile

- Include a recent picture
- Fill out completely
- Give more than the minimum amount of detail
- Proofread
Who to connect with?

- Personal vs. professional
- Quality of relationship
Building Connections

- Change the default message
- Mark that you know the person!
- Use appropriate category
Meeting People

- Flip through your connections’ rolodexes
- Get introductions
- Use groups
- Company profiles
Maintaining Relationships

- Recent activity on homepage
- Weekly update emails
Other features

- Recommendations
- Events
- Groups
Other Social Media

- Facebook
- Twitter
- Blogs
- Google alerts
Informational Interviews

- Learn about career options and expand your network
- Ask for a few minutes of the person’s time
- Prepare ahead of time
- Briefly introducing yourself and explain your interest
- Ask open-ended questions
- Mind your manners
- Ask for referrals
- Afterwards, write a thank you note
Informational Interview Questions

● What attracted you to this field?
● What do you like most or least about this position or field?
● Describe a typical day or week.
● What steps did you take to break into this field?
● What skills and attributes are most helpful in your job?
● To what professional associations do you belong?
● What advice would you give somebody interested in pursuing your line of work?
● How would I find a job in your line of work?
Making New Contacts: Networking and Career Fairs

- How often should you update?
- Do you ever weed out your contact list?
- How has social media helped your career?
Resources

- These slides available at ScienceCareers.org/outreach
- Networking Webinar at ScienceCareers.org/webinar