

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

Making New Contacts: Networking and Career Fairs

Building Connections

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

The screenshot shows a web browser window with the title 'Invite Alison to Connect | LinkedIn - Mozilla Firefox'. The address bar shows the URL 'http://www.linkedin.com/inviteFromProfile?from=profile&key=3307788'. The page content includes the LinkedIn logo and navigation links: Home, Profile, Contacts, Groups, Jobs, Inbox (1), and More... Below these are links for 'Add Connections', 'Colleagues', 'Classmates', and 'People You May Know'. The main form is titled 'Invite Alison to connect on LinkedIn'. It asks 'How do you know Alison?' and has several radio button options: 'Colleague' (selected), 'Classmate', 'We've done business together', 'Friend', 'Groups', 'Other', and 'I don't know Alison'. Under 'Colleague', there is a dropdown menu labeled 'Choose a company...'. Below the radio buttons is a text area for a personal note, which contains the text 'I'd like to add you to my professional network on LinkedIn.' and '- Brianna Blaser'. At the bottom of the form, there is an 'Important' note: 'Only invite people you know well and who know you. Find out why.' and two buttons: 'Send Invitation' and 'Cancel'. The footer of the page contains links for Customer Service, About, Blog, Careers, Advertising, Recruiting Solutions, Tools, Mobile, and Dev, along with copyright information for LinkedIn Corporation © 2010 and links to User Agreement, Privacy Policy, Copyright Policy, and Help improve LinkedIn.

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