

Networking Do's and Don'ts

Why network

- Obtain insight into career paths of interest
- Deepen your knowledge of specific industries and organizations
- Access the hidden job market
- Make connections with industry professionals
- Get your foot in the door for an interview

Have a Goal

- Practice networking
- Get more information about an industry/profession
- Secure an interview for a job you already applied to or are interested in
- Set up an informational interview
- Find out about hiring process within industry/organization and when/where jobs are posted

In-person

Whats your Elevator Pitch

- Your name
- Education/Focus
- Highlights of past experience
- Skills/Knowledge
- Personality Traits
- Goals (what do you want from them)

Ice-breaking Questions

Etiquette

- Firm handshake
- Appropriate Clothing (look up their dress code!)
- Smile and make eye contact
- Introduce yourself before going straight into questions
- Hygiene - fresh breath, clean nails
- Wait your turn, don't monopolize, don't crowd
- Be mindful of food and beverages
- Don't stand in the corner, take initiative
- Be professional at all times
- Know when to move on

Follow Up

- Updated LinkedIn Profile
- Ask for a business card or how best to follow up
- Note the names of people you meet

- LinkedIn - if following up on LinkedIn - *never* send generic invitation
- Written follow up - professional and error free, always thank them for their time

Online networking

Informational Interviewing

- Identify the occupation or industry you want to learn about
- Research the identified area and prepare questions
- Identify who you want to speak to
- Reach out via LinkedIn or get an introduction through a common connection
- Don't ask for a job

Reaching Out on LinkedIn

- Always personalize a request to connect or InMail message
- Include why you want to connect, how you may have met or found them
- Include something in common (if applicable) ex: I see we both studied at Concordia in Marketing
- Reference their expertise, ask for advice or about their career path
- Remember you aren't asking for a job directly, but this can open doors

Informational Coffee Chat

- Ask how they got started in their career, what they like, what they don't like
- Ask about the career field/company in general
- Arrive on time, dress appropriately, and be professional
- Follow up with a Thank You note - ALWAYS

Tool for finding alumni by graduation date, field of study, company, function etc
[linkedin.com/alumni](https://www.linkedin.com/alumni)