

## ONLINE NETWORKING

Just like every other aspect of job searching, networking has moved online to Social Networking Sites.

In 2009, 36.7% of Montana Employers surveyed used these SNS to reach prospective candidates.

- Facebook: 50%
- LinkedIn: 47%
- Twitter: 31.25%
- MySpace: 22%



### Advice from MT Employers:

- Be careful of the content, spelling and grammar used on profiles.
- Treat your SNS profile as you would job application documents and interviews.
- Don't post any unprofessional material that might negatively affect your job search.
- Remember that your online profile will NEVER go away! It will follow (or haunt) you for the rest of your life.

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## DO'S AND DON'TS OF NETWORKING

- **Do** think creatively about where to find network contacts.
- **Do** join a professional organization related to your field.
- **Do** volunteer.
- **Do** organize your networking contacts.
- **Do** conduct information interviews, the ultimate networking technique.
- **Do** keep networking even after you've found a job.
- **Do** thank everyone in your network who has assisted you.
- **Don't** go anywhere without copies of your résumé or networking cards.
- **Don't** be afraid to ask for help.



# Productive Professional Networking



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## NETWORKING

### Networking helps to:

- Create an identity for you & your work
- Establish contacts in your field
- Provide new career/job ideas
- Generate a different slant on old ideas
- Form new collaborations
- Elicit letters of recommendation
- Produce invitations to give talks & join committees
- Identify job leads
- Secure interviews

## WITH WHOM SHOULD YOU NETWORK?

Everyone! Cast your net widely.

Network at:

- Seminars/Workshops
- Conferences
- Meetings
- Work
- School
- Professional Organizations
- LinkedIn
- **AlumNet** in **CareerLink**: check [www.myinterfase.com/msubillings/student/home.aspx](http://www.myinterfase.com/msubillings/student/home.aspx)

## STEPS TO SUCCESSFUL NETWORKING

### Build your network:

- Make a list of all your friends, family, current and former co-workers, faculty, and professional acquaintances.
- Ask contacts for referrals and to attend professional organizational meetings.
- Join a Social Networking Site and create a professional profile.
- Use Career Services and all the connections it offers you!

### Organize your network:

- Create a database or spreadsheet with details, contact information, and meeting notes. Set a goal for contacts to make.
- Keep detailed notes and comments about your network.

### Make appointments to conduct information interviews. Don't ask for a job... Ask for information:

- Ask for information that will help in your search. Networking is about building strong relationships and establishing rapport, so if an opportunity becomes available in the future your contact will want to refer you.

### Respect the other person's time:

- Have an agenda and keep the meeting on track.
- Be respectful of people's time; everyone is busy. Stay focused and professional to establish and maintain and credibility.

Networking is making mutually beneficial professional connections and using them wisely.

## STEPS TO SUCCESSFUL NETWORKING

### Keep in touch & follow-up:

- Communication is key.
- Keep your contacts informed about your progress.
- Try to find two or three opportunities to reconnect with them each year.

### Find ways to reciprocate:

- Send thank you notes to your contacts, letting them know you appreciate their time and assistance.
- Try to help them in some way.
- Keep notes on what you learn about your contacts so that future correspondence has a personalized touch.
- Never take your network for granted.

### Send thank you letters:

- Thank you letters aren't only for an interview.
- Always thank your contacts in person and follow up with a letter after a networking meeting.

Networking is an ongoing process. It doesn't stop when you land a job. Maintain the strong relationships you've built and keep contacts up-to-date.

