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INTERNSHIP AND  
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# Hacking the Hidden Job Market

**HIRE ME!**  
**ACADEMY**  
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80% of jobs are not  
advertised!  
Companies rely on  
their NETWORK

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## Networking Facts

### What is Networking?

Establishing **mutually beneficial relationships** with people in your area of interest.

- Companies rely on their networks to avoid the flood of unqualified candidates when posting online.
  - Reduces time and cost
- Employers trust acquaintances

## Why Network?

- If you have a connection to an individual that the employer consults, it may be YOU who is referred for an open job
- Employer is often less selective
- Less competition (if any at all)
- Networking is an essential skill for career survival



## Ways to Network

- Speak to existing contacts
  - Family, friends, colleagues
- Contact industry professionals for an informational interview or meeting
- Attend a career fair
- Join professional organizations
- Campus organizations/associations
- Volunteering or Internships
- Social media (LinkedIn, Facebook)
- Meetup.com

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## In-Person Networking

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## Identify Your Network: Make a List

### WORKSHEET

- Fill in the categories at home.
- Add any categories that come to mind that are not listed.



## What to Talk About When Networking

- Begin with your “Elevator Speech”
  - Introduce yourself
  - Briefly state your professional goals
  - Concisely explain your related skills and abilities
- Ask relevant questions about career field or position
- Stay connected
  - Request a business card
  - Ask for referrals to other professionals that you should speak with

## Practice Your Elevator Speech!

(hint-there is a template on pg 11 of the CRM)

Don't forget: Smile, eye contact,  
firm handshake.



## Informational Interviews

- Schedule an “informational interview” or “networking meeting” with top contacts
  - 15-20 minute meeting where you ask questions about the contact’s experiences, the career field, and the company
- Email, call, or use LinkedIn to attempt to set up the meeting
- See **CRM pg. 7** for details

Most contacts will be happy to help!—They get to talk about themselves for 20 minutes!

## Phone

- Follow the same basic structure as email
- Make it clear that you are **not requesting a job**
- May need to get past the “gatekeeper”

If your contact is not available for an in-person meeting, you can do an informational interview over the phone or via Skype.

## Sample Questions

- Informational Interview Questions (pg 7 of the CRM)
- Tailor your questions to organization and industry
- Two most important questions:
  - *May I stay in touch with you for help with my strategy along the way?*
  - *Can you recommend one or two other people I could speak to for further insight into the field?*

## Friends and Relatives

- Take a more casual approach:
  - Ask them how they are doing first!
  - Tell them that you are searching for employment
  - Explain what you are looking for and your qualifications
    - They need to know what to say to a potential employer if asked

## Career Fair or Networking Event

- Set achievable goals
- Do research; know company information
- Plan what you are going to say
- Bring business cards (Vistaprint.com)
- Follow up
  - If you are handed a business card, email the person within 24 hours
  - Invite the person to connect on LinkedIn

## Networking Tips

- Do your research
- Wear interview attire
- Have a list of questions
- Have your resume ready
  - They may ask for it
- Follow up with a thank you



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# LinkedIn

## Internet Networking



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# LinkedIn



- Web-based professional networking tool
- Find individuals you may not have access to otherwise
  - More than 575 million users!
- Some companies recruit exclusively with LinkedIn
- Search for jobs or internships

**Connect to the ICC on LinkedIn!**

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## Profile

### Edit experience

Title  
Senior Career Advisor (counselor)

Company  
UC Davis

Location  
Davis, CA

From  
November 2012 Present

☒ I currently work here

Description  
 •Provide advising to students concerning career exploration and decision making  
 •Develop and present workshops and instructional offerings related to career  
 •Collaborate with faculty, staff, off-campus employers and campus departments to develop internship and career opportunities as related to current labor market trends  
 •Work with a diverse student body, including low income students; develop specific

Media  
Add or link to external documents, photos, sites, videos, and presentations.

☒ Share profile changes  
If enabled, your network may see this change.

**Example of Work experience**

### Background

Work experience  
List your work history including any contracts or internships.

Education  
Get 11x more profile views by adding your school.

Volunteer experience  
Highlight your passions and how you like to give back.

Skills

Accomplishments

Cynthia Goldberg • 1st  
Career Counselor/Internship Coordinator at UC Davis

Lisa Sanders Villalba • 1st  
Assistant Director

## Key points about

**Ask friends/colleagues to endorse your skills**

**(Tip: Endorse some of their skills first and they will often repay the favor!)**

### Accomplishments

Publications  
List your published work and be found 7x more.

### Featured Skills & Endorsements

### Senior Career Advisor (counselor)

UC Davis  
Nov 2012 – Present • 4 yrs 3 mos • Davis, CA

- Provide advising to students concerning career exploration and decision making
- Develop and present workshops and instructional offerings related to career
- Collaborate with faculty, staff, off-campus employers and campus departments to develop internship and career opportunities as related to current labor market trends
- Work with a diverse student body, including low income students; develop specific interventions to support EOP and international students
- Administer and interpret interest, skills and personality inventories
- Supervise and train graduate student interns and student advisor staff on program procedures and advising
- Oversee Career Discovery Group first-year experience program for freshman students. Teach UC lecture course to over 160 students. Manage mentorship program and organize activities designed to promote retention.
- Career Discovery Seminar; Science and Society [SAS] 5 (3 units)

Media (1)

Networking & LinkedIn

Networking and LinkedIn Workshop

**ns**

Example of Experience with associated Project

Home
My Network
Jobs
Messaging
Notifications

People
Locations
Connections
Current companies
All Filters

### All people filters

<input type="text" value="First name"/> <input type="text" value="Last name"/> <input type="text" value="Title"/>	<input type="text" value="Company"/> <input type="text" value="School"/>	<input type="checkbox"/> 1st <input type="checkbox"/> 2nd <input type="checkbox"/> 3rd+
<input type="text" value="Connections of"/> <input type="text" value="Add connection of"/>	<input type="text" value="Add a location"/> <input type="checkbox"/> United States <input type="checkbox"/> India <input type="checkbox"/> Sacramento, California Area <input type="checkbox"/> Brazil <input type="checkbox"/> Greater New York City Area	<input type="text" value="Add a company"/> <input type="checkbox"/> Amazon <input type="checkbox"/> Google <input type="checkbox"/> Intel Corporation <input type="checkbox"/> LinkedIn <input type="checkbox"/> Facebook
<input type="text" value="Add a company"/> <input type="checkbox"/> IBM <input type="checkbox"/> Microsoft	<input type="text" value="Add an industry"/> <input type="checkbox"/> Marketing and Advertising <input type="checkbox"/> Higher Education	<input type="checkbox"/> Profile language <input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> Portuguese <input type="checkbox"/> French

**Filter People by:**

**Connections** allows you to find people in your professional circle and beyond.

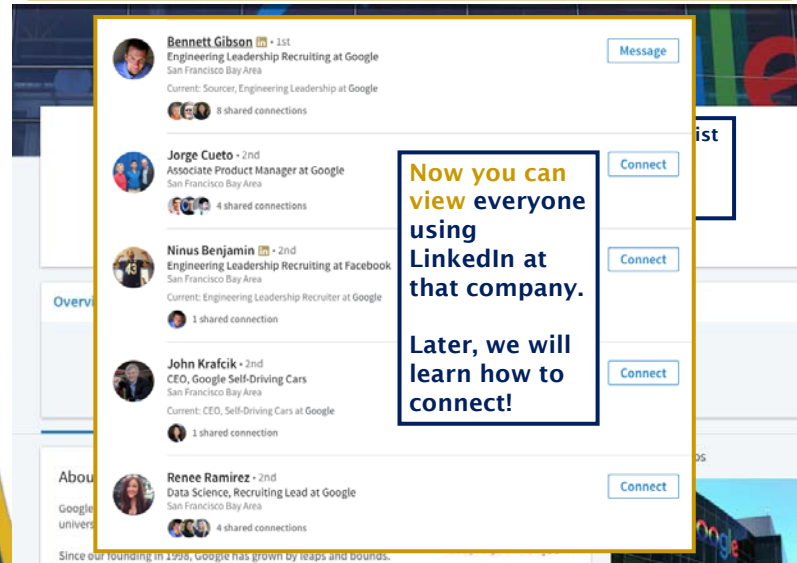
**Keywords**  
Narrow search to particular company or job title or school

**Locations**  
lets you "Add" specific cities to search for local professionals.

**Industries**  
allows you to search by specific professional fields.

**Schools**  
At the bottom of the search box: lets you find alumni in your interest area.

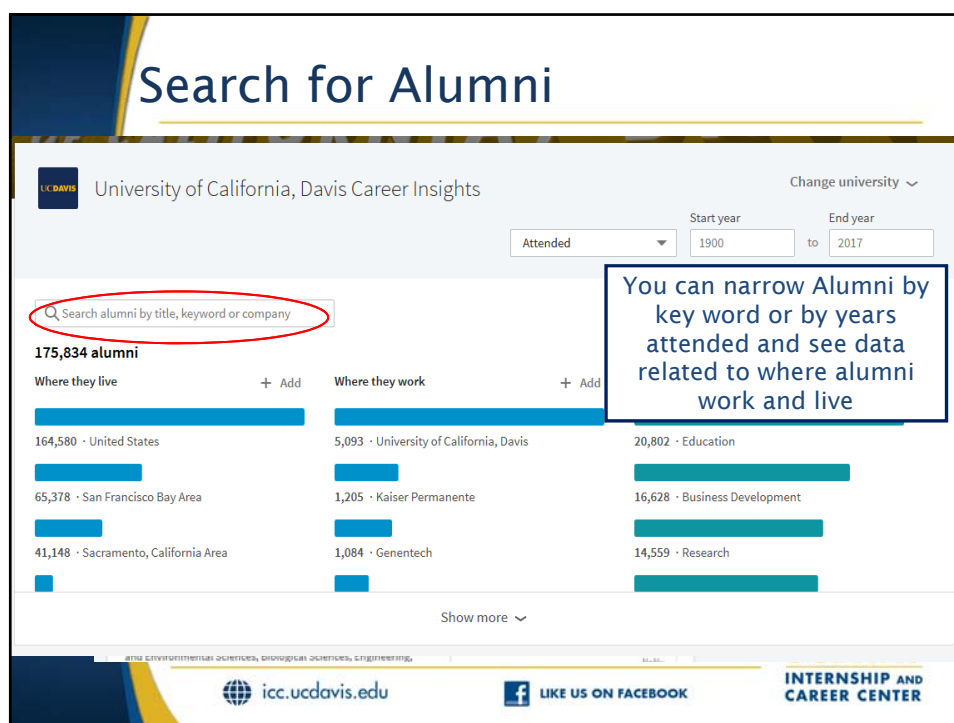
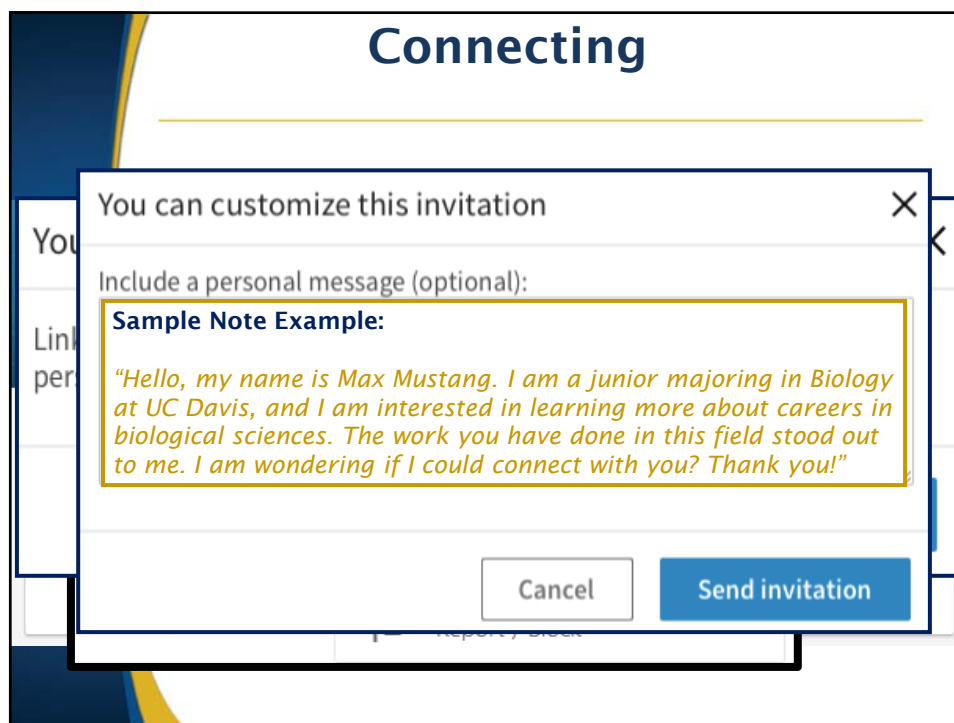
## Search for Professionals at a Specific Company



## Connecting

- Add people who are connected to you through others (2<sup>nd</sup> degree connections)
- Use “School” and “Location” to find professionals you share commonalities with
- Request connections to people who you do not share any common connections (3<sup>rd</sup> degree connections)

Connect



## Other Ways to Connect on LinkedIn

- Use search engines to locate specific people or companies within your field
- Follow companies for up-to-date information
  - See who else is connected to the company
- Look for alumni
- **Be Impressive:** Post information, articles, data, etc. on group pages. This will increase your visibility in LinkedIn.



## Resources for LinkedIn

- LinkedIn Help  
<https://www.linkedin.com/help/linkedin>
- LinkedIn Tips for Students  
<https://university.linkedin.com/linkedin-for-students>



# QUESTIONS?

- Next workshop:  
Salary Negotiation
- Check out:  
LinkedIn Studio  
Today, Wednesday, June 19  
2:30-4:00 pm  
South Hall, rooms 229 and 234  
Bring your laptop/devices and  
materials



**FLASH A SMILE WITH  
A NEW LINKEDIN  
PHOTO TODAY**

Wednesday, June 19, 2019  
2:30 P.M. - 4:00 P.M.  
229 South Hall



Get a new profile photo for free to help create a LinkedIn presence that will allow you to confidently connect with your network. Recommended attire is business-casual or business-professional. Students will receive a digital file of their LinkedIn photo. No registration required.

For additional information about this event, contact Eve Lee at [eelee@ucdavis.edu](mailto:eelee@ucdavis.edu)

This event is part of the Career Next Step Series



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## Thank You!

**UC Davis Internship and Career Center**  
Summer:

Advising by appointment  
South Hall 2<sup>nd</sup> floor  
Open 10am-4pm

**Appointments with Career Advisers available:**  
Visit <https://ucdavis.joinhandshake.com/login>

**PowerPoint:** <http://icc.ucdavis.edu/hire-me-academy.htm>

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