

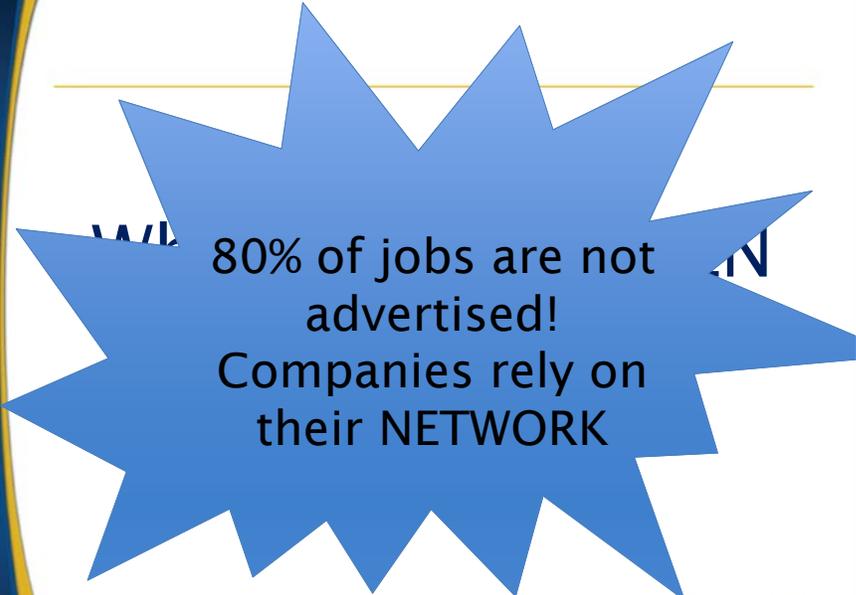


Hacking the Hidden Job Market



**HIRE ME!
ACADEMY**
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INTERNSHIP AND
CAREER CENTER
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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

Linked

Internet Networking

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!





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

Update background photo

Add new profile section

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: (v)
- Accomplishments: (v)

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

 **Lisa Sanders Villalba** • 1st Assistant Director

develop internship and career opportunities as related to current labor market trends
•Work with a diverse student body, including low income students; develop specific

Key points about

Ask friends/colleagues to endorse your skills

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

Featured Skills & Endorsements

Accomplishments

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

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

Example of Experience with associated Project

in marketing

Home My Network Jobs Messaging Notificat

People Locations Connections Current companies All Filters

All people filters

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

The screenshot shows a list of professionals from Google. Each profile includes a name, title, location, and a 'Connect' button. A callout box with a blue border and yellow text says: 'Now you can view everyone using LinkedIn at that company. Later, we will learn how to connect!' The callout box is positioned over the 'Connect' buttons for the first three profiles.

Name	Title	Location	Connections	Action
Bennett Gibson	Engineering Leadership Recruiting at Google	San Francisco Bay Area	8 shared connections	Message
Jorge Cueto	Associate Product Manager at Google	San Francisco Bay Area	4 shared connections	Connect
Ninus Benjamin	Engineering Leadership Recruiting at Facebook	San Francisco Bay Area	1 shared connection	Connect
John Krafcik	CEO, Google Self-Driving Cars	San Francisco Bay Area	1 shared connection	Connect
Renee Ramirez	Data Science, Recruiting Lead at Google	San Francisco Bay Area	4 shared connections	Connect

Connecting

- Add people who are connected to you through others (2nd 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 (3rd degree connections)

Connect

Connecting

X

You can customize this invitation

Include a personal message (optional):

Sample Note Example:

"Hello, my name is Max Mustang. I am a junior majoring in Biology at UC Davis, and I am interested in learning more about careers in biological sciences. The work you have done in this field stood out to me. I am wondering if I could connect with you? Thank you!"

Search for Alumni

UC DAVIS University of California, Davis Career Insights
Change university ▾

Attended ▾
Start year

to

End year

175,834 alumni

Where they live + Add

- 164,580 · United States
- 65,378 · San Francisco Bay Area
- 41,148 · Sacramento, California Area

Where they work + Add

- 5,093 · University of California, Davis
- 1,205 · Kaiser Permanente
- 1,084 · Genentech

- 20,802 · Education
- 16,628 · Business Development
- 14,559 · Research

Show more ▾

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You can narrow Alumni by key word or by years attended and see data related to where alumni work and live

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 only to 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 Eva Lee at eelee@ucdavis.edu

This is 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 2nd 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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