

Networking & LinkedIn



Networking Facts

- 80% of today's jobs are not advertised!
- 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
- Volunteering or Internships
- Social media (LinkedIn, Facebook)

Linked



Internet Networking

LinkedIn



- Web-based professional networking tool
- Find individuals you may not have access to otherwise
 - More than 360 million users
 - Great for setting up informational interviews
- Some companies recruit exclusively with LinkedIn

Connect to the ICC on LinkedIn!

Front Page-Home

The image shows the LinkedIn front page with a search bar containing 'journalist'. The navigation bar at the top includes Home, My Network (with 4 notifications), Jobs, Messaging (with 17 notifications), and Notifications (with 1 notification). The search results are filtered by 'Journalist' and show three categories: 'Jobs for the title Journalist', 'People with the title Journalist', and 'Groups about Journalist'. A blue arrow points from the 'Groups about Journalist' category to a text box. Another blue arrow points from the 'Keywords' section of the filter panel to a text box. A third blue arrow points from the 'Locations' section of the filter panel to a text box. The filter panel on the right includes sections for Connections (1st, 2nd, 3rd+), Keywords (First name, Last name, Title, Company, School), Locations (United States, India, United Kingdom, Algeria, Algeria area, + Add), and Current companies.

TOP TIP:
Join Groups!
Groups are one of the best ways to expand your network. When in a group, you can connect with every other person in the group, with no restrictions

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
lets you find alumni in your interest area.

Filter people by

Connections

1st 2nd 3rd+

Keywords

First name

Last name

Title

Company

School

Locations

United States
 India
 United Kingdom
 Algeria
 Algeria area

Current companies

Search for Professionals at a Specific Company

Bennett Gibson • 1st
Engineering Leadership Recruiting at Google
San Francisco Bay Area
Current: Sourcer, Engineering Leadership at Google
8 shared connections

Jorge Cueto • 2nd
Associate Product Manager at Google
San Francisco Bay Area
4 shared connections

Ninus Benjamin • 2nd
Engineering Leadership Recruiting at Facebook
San Francisco Bay Area
Current: Engineering Leadership Recruiter at Google
1 shared connection

John Krafcik • 2nd
CEO, Google Self-Driving Cars
San Francisco Bay Area
Current: CEO, Self-Driving Cars at Google
1 shared connection

Renee Ramirez • 2nd
Data Science, Recruiting Lead at Google
San Francisco Bay Area
4 shared connections

Message

Connect

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Overview

About

Google
univers

Since our founding in 1998, Google has grown by leaps and bounds.

Now you can view everyone using LinkedIn at that company.

Later, we will learn how to connect!

OS

Google

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.

[Supported formats](#)

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

**Example
of Work
experience**

Update background photo

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

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 Profile Sections:

Recommendations Ask to be recommended 

Received (2) Given (2)

” Ashley is a dedicated, professional, smart, creative and fun co-worker. In the ICC she has brought new ideas to the table while learning core functions. She jumps in with full investment to be sure the task is done well. Teaching, developing resource materials, team work and advising that focus on student needs are important to her. I've worked in several work groups and she is a reliable and energetic coworker with the ability to see the big picture while checking the details. I look forward to many more successful projects and programs with her as a co-worker.

 **Cynthia Goldberg**
Career Counselor/Internship Coordinator at UC Davis
July 13, 2013, Ashley worked with Cynthia in the same group

” Ashley's terrific!

 **Jerry Simerman**
Senior Career Counselor
February 10, 2013, Jerry was senior to Ashley but didn't manage directly

LinkedIn v

College Teaching · 2 Admissions · 2 Management · 2

Example of Recommendations

Now You Have Your Profile: How Do You Use It?

- The point of LinkedIn is to make connections
- 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



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!”

Cancel

Send invitation



ups,
n

In-Person Networking

Identify Your Network: Make a List

WORKSHEET

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



Planning

- Establish clear goals for your job search
- Identify related companies and professional organizations
- Add phone numbers and email addresses to your master list of contacts
- Prioritize based on relevance to job search

Need help deciding what your career goals are? Meet with a Career Adviser

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!

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 **handout** for samples

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.

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



Sample Questions

- **HANDOUT**-Informational Interview Questions
- 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?*

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

Thank You!

UC Davis Internship and Career Center
Summer:

Advising by appointment

South Hall 2nd floor

Open 10am-4pm

Appointments with Career Advisers available:

Call (530) 752-2855

Visit icc.ucdavis.edu

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