



# NETWORKING RESOURCE GUIDE

## What is Networking?

Professional Relationship Building

Exposure to an industry, career field, or person

A platform to practice interviewing

## Why is it important?

80% of jobs are found through contacts and referrals

You learn about industry trends, cultures, jobs and future opportunities

## Self

Have a goal in mind.

Reflect on past experiences, strengths and skills gained

Write down your questions (see our informational interview guide)

## OTHER HELPFUL RESOURCES:

### Career Services

Attend the fall and spring internship fairs to network with local companies and organizations. (Even if you do not plan to do an interview the following semester, the fairs are a great place to network!) Attend employer information sessions to connect with industry professionals and find out about upcoming opportunities.

### Emerson Connections

Emerson Connections is an informational interviewing program available only to Emerson students and alumni. Alumni who participate in Emerson Connections work in a variety of different careers and places.

### Your Personal Relationships

Talk to your relatives, family friends, members of your religious community, and members of organizations you belong to.

### Professional Associations

There are several for every type of career. Ask your contacts what associations they belong to and research other associations in the area. Use LinkedIn to research professional associations in your industry.



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## CONTACTS

1. Do research on potential contacts.
2. Look to personal contacts first (friends, family, colleagues, faculty and acquaintances).
3. Be genuine in your approach.
4. Ask contacts about fellow industry professionals and professional associations.
5. Email or LinkedIn is a good way to establish initial contact, but after that try to schedule an in-person meeting or phone conversation. A more personal connection offers a better sense of who you are and helps you develop a strong rapport.

## LinkedIn

Professional oriented social networking site.

- Create a profile and connect with peers, alumni and other professionals.
- Use LinkedIn as a great way to build your online presence. Join relevant groups for your industry or alumni groups.
  - o Emerson College Alumni Association
  - o Emerson College Writing Literature and Publishing
  - o Emerson College Networking Group
- Visit the LinkedIn alumni page to explore career paths of other Emersonians: [www.linkedin.com/alumni](http://www.linkedin.com/alumni)
- Schedule an appointment to have your profile reviewed by a career advisor

## Facebook

Search for Emerson groups on Facebook, including:

- o Emerson GOLD – Boston
- o Emerson GOLD- Los Angeles
- o Emerson Alumni NY/NJ/CT
- o Emerson College Alumni DC- Area
- o EBONI Alumni Association of Emerson College

<https://www.facebook.com/EmersonCollegeAlumni>

## NETWORKING TIPS:

1. Have a positive attitude when you network
2. Be clear in identifying what you want and remember to say thank you.
3. Prepare questions in advance of a meeting or telephone conversation. Be succinct, courteous, and appreciative.
4. Mingle with people you do not already know at meetings and events. Introduce yourself! (For introverts, we can coach you on this!)
5. Share information, ideas, resources, and contacts with others. Networking is a two-way street.
6. Limit the amount of assistance or information you seek from one person.
7. Follow-up on leads you have been given. You do not want to embarrass those who have made connections for you.
8. Respect confidentiality. Trust is a vital part of networking.
9. Networking should NOT be about asking for a job – it is to connect with professionals in your industry.