NETWORKING WORKSHOP

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NETWORKING FEARS?
WHAT IS NETWORKING?
WHERE TO NETWORK

• Informational Interviews
• Networking Events & Career Fairs
• Online
THE ELEVATOR PITCH

• Purpose
  – How many of you have one?
• Content
• Strategies
INFORMATIONAL INTERVIEWS

• Purpose:
  – Gather Information
  – Seek Advice
  – Positive Impression

• Strategies
INFORMATIONAL INTERVIEWS

• With whom?
  – Alumni
  – NASW
  – LinkedIn
  – Professional Network
NETWORKING EVENTS

- Career Fairs
- Happy Hours
- Meet and Greets
- Trainings
ONLINE RESOURCES

• LinkedIn
• Social Media Sites
• Professional Organization Websites
• Email
LINKED IN ETIQUETTE

• Maintain Professionalism
  – Professional photos & privacy settings (i.e. Facebook)
  – Grammatically correct
  – Remove anything you wouldn’t want your future boss to see!
GENERAL ETIQUETTE CONT.,

• Follow Networking Protocol
  – Don’t be overly aggressive & send thank you emails
  – Follow through
  – Maintain punctuality
  – Be prepared for face-to-face introductions
  – Reciprocity → Return the favor!
ORGANIZATION

• Collect business cards- take notes on the back about the person/exchange
• Keep track of exchanges in notebook, folder, or binder
• Store this information in an accessible location (i.e. dropbox)
FOLLOW UP

• Thank you emails
• Keep in touch with an update once you get a job
• **Offer to be a resource for others**
  – YOU ARE a resource for people – you have skills and expertise
KEY TAKEAWAYS

• Practice! Practice! Practice!
• Tons of resources
• Stay in touch → Reciprocity!
• Life long process
QUESTIONS?