



## Networking can help you...

- Obtain information about careers
- Be proactive in shaping your career
- Make a smart career choice
- Secure a job/internship

## What Networking IS

Networking is a process of cultivating and maintaining relationships in which mutual exchange of information, advice, and support facilitates the growth, success, and happiness of all involved. Networking is a two-way process, and it's important to provide support and feedback in return.

## What Networking IS NOT

- Bothering, pestering, or using people
- A contest to see who can collect the most contacts
- A one-sided, one-shot deal

## Where to Network

Networking opportunities can include small talk with the person sitting next to you on a plane to a formal, scheduled appointment in someone's office. The following people can be targets of networking.

- Personal friends, classmates, and relatives
- Business peers
- Former supervisors
- Professors and University administrators
- University of Miami alumni

After you have made a list of people you know, work on contacting those people you believe will have the most immediate and useful advice. Meet potential contacts through:

- Toppel Career Center Expos, Fairs, Information Sessions, and Programs
- LinkedIn, Career Shift, Twitter, and Facebook
  - Make sure information posted is professional
- Professional and University organizations
- Seminars and networking functions
- UM Alumni Association ([miami.edu/alumni](http://miami.edu/alumni))

## **Networking Methods**

- Face to face
- By letter or note
- Via email and other online communication
- Through public speaking opportunities

## **Timing is Everything**

- Start networking early on in your college career
- The holidays are often a great way to break the ice with people you haven't talked to in a while
- Don't expect instant gratification

## **Tips to Become a Great Networker**

- Dress appropriately and get to events early
- You **never** get a second chance to make a good impression
- Practice your handshake and make eye contact
- When attending a function, make a goal to meet five new people in an hour
- Enter and exit group conversations politely
- Never start a conversation by talking about yourself
- Listen to others when they are talking and comment appropriately
- Keep conversations short and focused
- Never sit with a friend at an event
- Always send an email or letter to potential contacts within 2 business days following an initial meeting
- Ask for a business card and follow up

## **Why Networking Matters**

- According to the U.S. Department of Labor, 80% of jobs are never posted
- Nearly 65% of all jobs are secured through connections made while networking

## **Important Statistics**

- 63% of employers decided against hiring someone after seeing content the person had posted online
- 77% of employers have indicated they use Facebook to look up candidates

## **Sources:**

CareerBuilder.com  
CollegeRecruiter.com