

Networking

careers.unc.edu
2nd Floor Hanes Hall
Walk-ins Mon-Fri 1-4pm



UNC
STUDENT AFFAIRS

University Career Services

Introductions

- Name, degree/discipline
- Describe your current situation (where you are, what you're working on)
- What you're hoping to get out of the workshop.
- What goals you have been considering
- Something unique about you

Agenda

- Networking Basics
- Networking Tools
- Who's in your network?
- Building and maintaining your network

Networking Basics

What it is:

- “Deliberate process of exchanging information, resources, support, and access in such a way as to create mutually beneficial relationships for personal and professional success.” – from *Make Your Contacts Count* by Baber and Waymon

What it isn't:

- Asking for a job or internship
- One-way relationship
- Only for extroverts
- Manipulative

Benefits of Networking

- Access the “hidden” job market
- Understand career path/real job requirements
- Find a mentor
- Build experience and confidence

Anyone can network!

What do you bring?

- Motivations
- Values
- Interests
- Skills
- Strengths
- Education
- Prior Experience

Networking Tips

- Do your homework: Research BEFORE
- Set goals, Write your agenda
- Think about first impressions
- Introduce yourself
- Prepare conversation starters
- Keep it short: 5-8 min per conversation
- Ask for business card
- Follow up, thank you notes
- Offer and look for ways to help

Elevator Pitch

- Mention your name and education
- Give a summary of your education and experience
- Consider your accomplishments
- Connect your past experience and academic work or proposed graduate work to the future
- Ask a question

Where you have been

Where you are going

Where you are now





Activity

PRACTICE YOUR ELEVATOR PITCH

Growing your network...

Informational Interviews

- Ask someone to talk with you about their career path, the industry, market trends, where your skills fit
- Asking for information, perspective, and referrals but NOT asking for a job

Additional Tips

- Have a clear objective
- Be specific about what you need
 - Information on industry or career
 - Strategy/advice to get job you want
 - Resources or contacts
- Take an interest in your contact
- Know what you want to say about yourself

After you meet someone...

Importance of Follow-up

- Demonstrates professional etiquette
- Reinforces your personal brand
- Provides an opportunity for further discussion
- Protects your place in the professional's mind
- Confirms your ability to follow-through
- Sincere appreciation





Activity

CASE STUDIES

Activity

MAP YOUR NETWORK

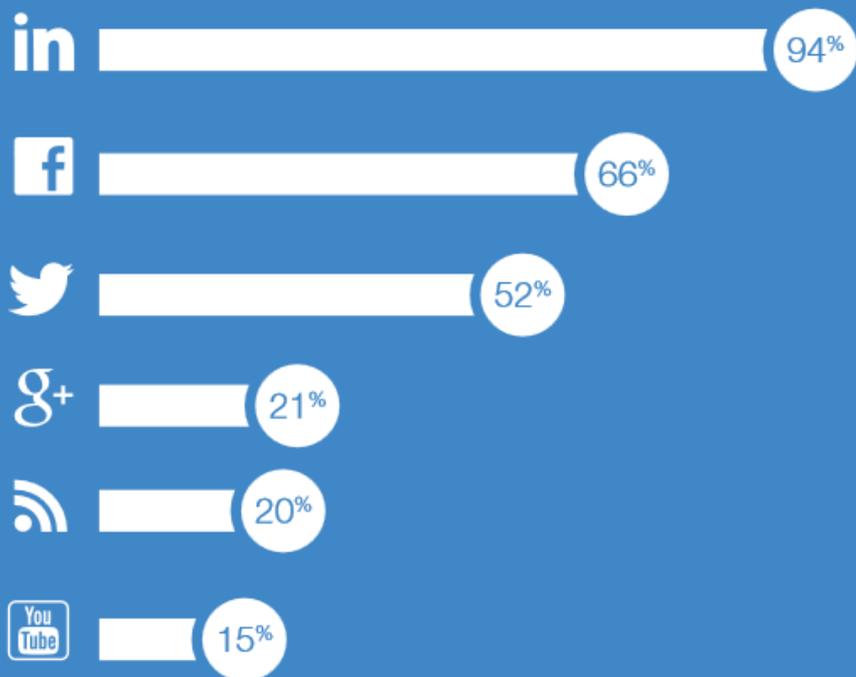


Using LinkedIn to Help You

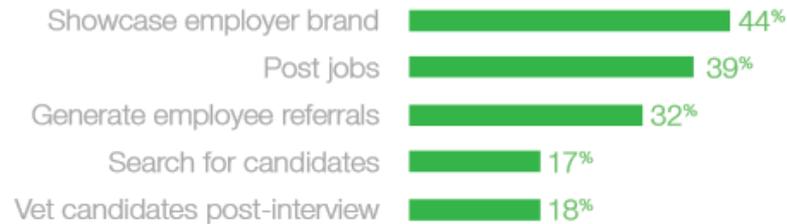
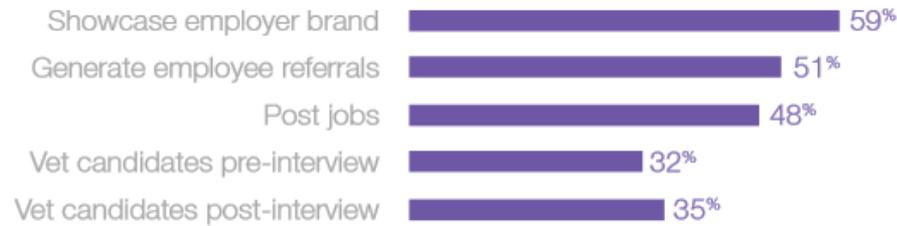


Social media is an essential recruitment tool across industries.

Q. Which of the following social networks do you use for recruiting?

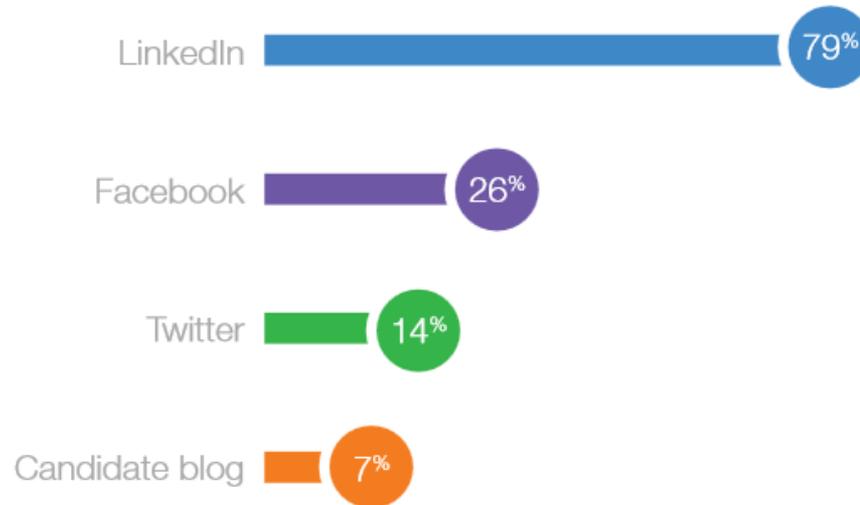


Q. Which of the following tactics do you use for recruiting on social networks?



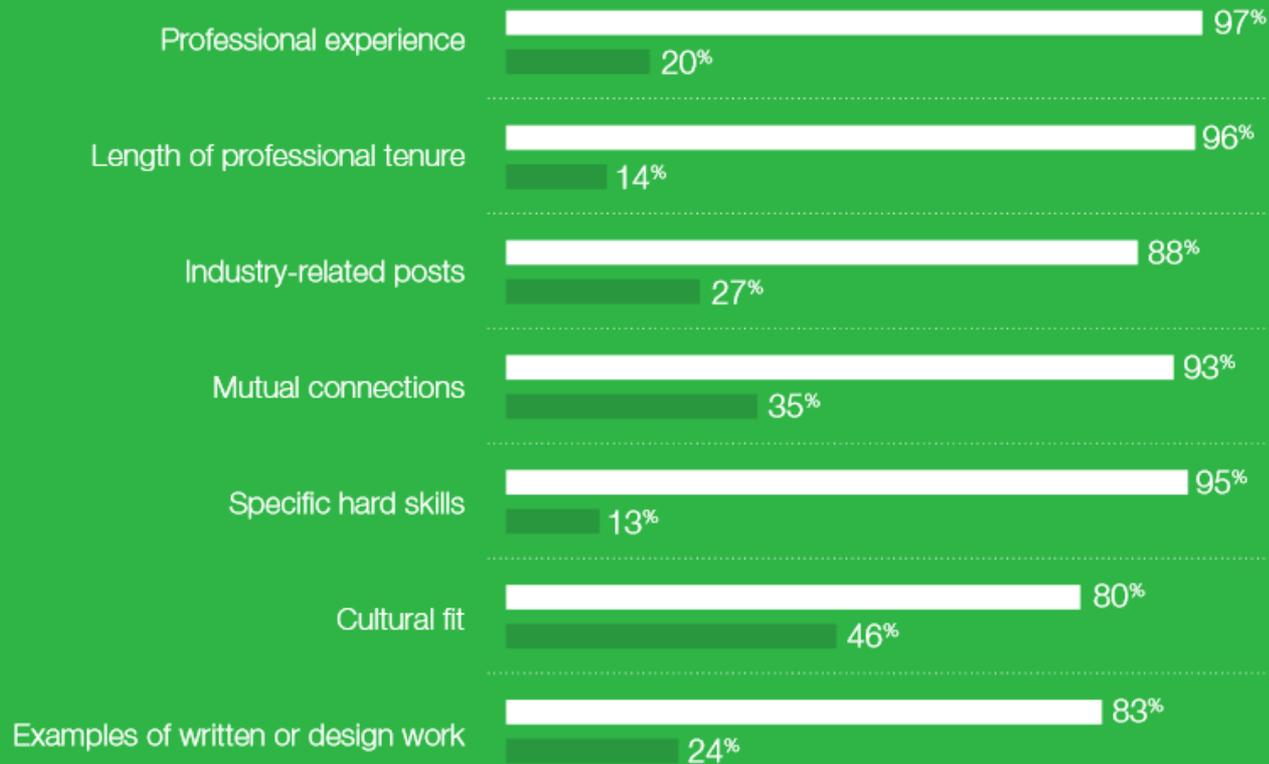
73% of recruiters have hired a candidate through social media.

Q. Which of the following networks have you hired through?



93% of recruiters will review a candidate's social profile before making a hiring decision.

Q. What do you look for in a candidate on social networks?





55% of recruiters
have reconsidered a
candidate based on their
social profile, with

61% of those
reconsiderations
being negative.

	POSITIVE	NEUTRAL	NEGATIVE
Profanity	5%	22%	63%
Spelling/grammar	3%	24%	66%
Illegal drug references	2%	7%	83%
Sexual posts	1%	17%	70%
Volunteering/donations to charity	65%	25%	2%
Political affiliation	2%	69%	17%
Alcohol	2%	43%	44%
Guns	2%	32%	51%

The LinkedIn Network

Global Footprint

450M+

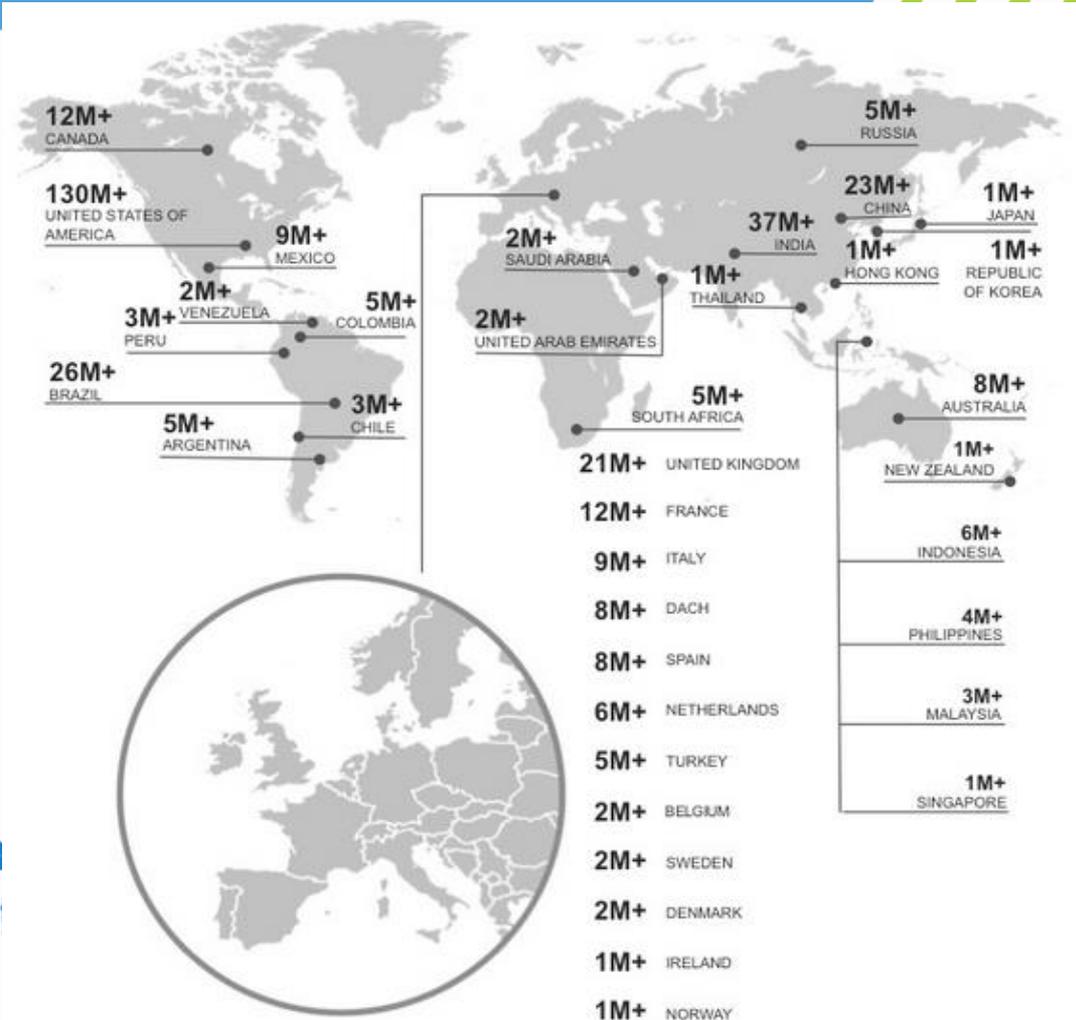
Registered members as
of August 2016

70%

Of LinkedIn members are
outside of the USA

40M+

Students & Recent College
Graduates on LinkedIn
(Fastest growing demographic)





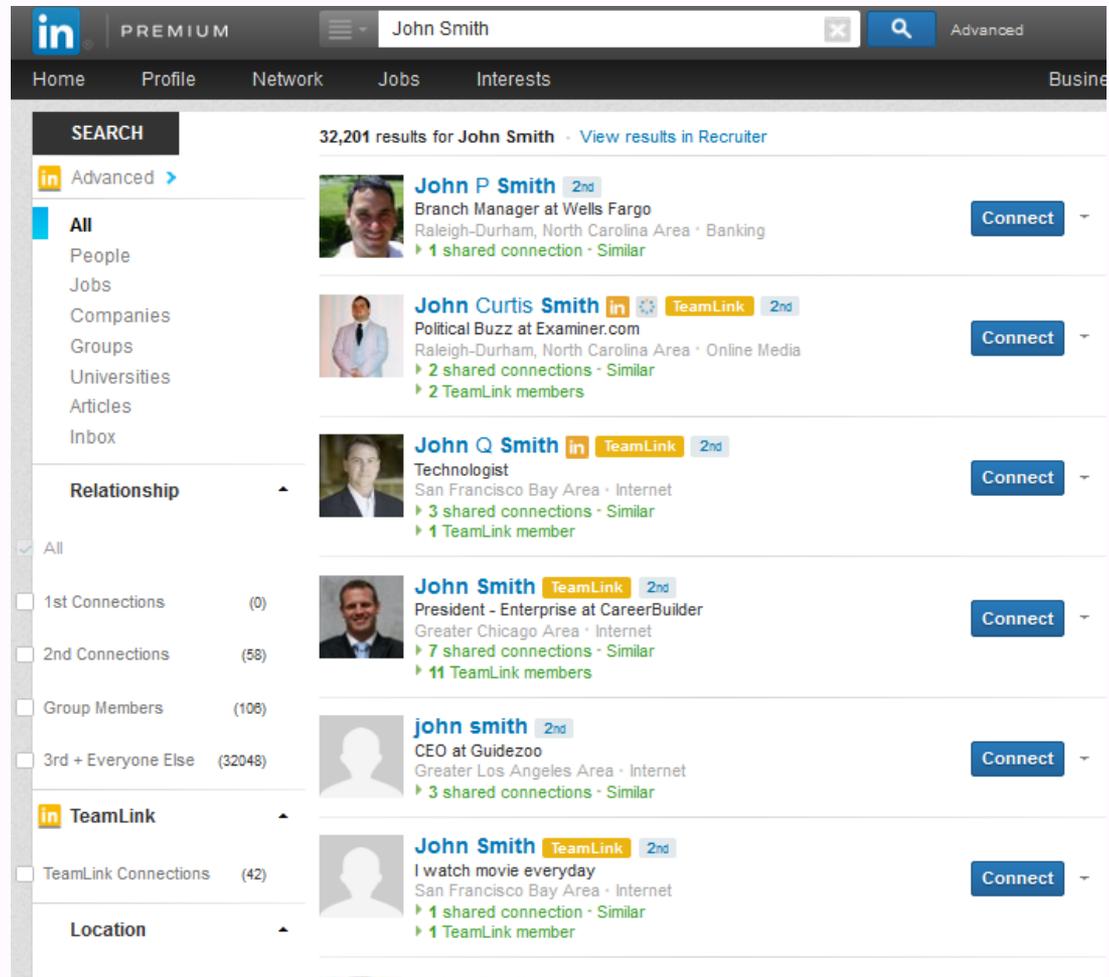
**10 steps to a more
professional and
meaningful online
presence**

1. Include a Professional Photo

Adding a photo to your profile makes you

36x

to receive a message on LinkedIn



The screenshot shows a LinkedIn search results page for the name "John Smith". The page is divided into a left sidebar and a main content area. The sidebar contains filters for "All", "Relationship", "TeamLink", and "Location". The main content area displays a list of search results, each with a profile picture, name, title, location, and a "Connect" button. The results are as follows:

Name	Title	Location	Connections	TeamLink
John P Smith	Branch Manager at Wells Fargo	Raleigh-Durham, North Carolina Area · Banking	1 shared connection · Similar	No
John Curtis Smith	Political Buzz at Examiner.com	Raleigh-Durham, North Carolina Area · Online Media	2 shared connections · Similar 2 TeamLink members	Yes
John Q Smith	Technologist	San Francisco Bay Area · Internet	3 shared connections · Similar 1 TeamLink member	Yes
John Smith	President - Enterprise at CareerBuilder	Greater Chicago Area · Internet	7 shared connections · Similar 11 TeamLink members	Yes
John smith	CEO at Guidezoo	Greater Los Angeles Area · Internet	3 shared connections · Similar	No
John Smith	I watch movie everyday	San Francisco Bay Area · Internet	1 shared connection · Similar 1 TeamLink member	Yes

2. Create a Headline



Courtney Sanford

1st  

Innovation Scholar and Campus INbassador at the University of North Carolina at Chapel Hill
London, Greater London, United Kingdom | Internet

Previous LinkedIn, University of North Carolina at Chapel Hill, Emory University

Education King's College London, U. of London



Anastazja Harris

1st

Summer Tour Guide at The University of North Carolina at Chapel Hill
Chapel Hill, North Carolina | Health, Wellness and Fitness

Previous United Way of Wilson, UNC Office of Undergraduate Admissions, Black Student Movement

Education University of North Carolina at Chapel Hill

Send a message 

148 connections



Lindsay Maurer

2nd

Doctoral Student at Department of City and Regional Planning, UNC-Chapel Hill
Raleigh-Durham, North Carolina Area | Architecture & Planning

Current Department of City and Regional Planning, UNC-Chapel Hill, Carolina Population Center

Previous Planning Communities, LLC, Fundacio CREAL (Center for Research in Environmental Epidemiology), Department of City and Regional Planning, UNC-Chapel Hill

Education University of North Carolina at Chapel Hill

2. Create a Headline

■ Smart Headlines

- Recent UNC Chapel Hill Grad Seeking Online Marketing Position
- UNC Chapel Hill Management & Society Major/Vice President, SHRM
- UNC Chapel Hill Junior/Intern at Johnson Public Relations

■ Not so Smart Headlines

- Student
- Server at ABC Coffee
- [blank...]

3. Write a Compelling Summary

- Write in 1st person
- Includes Keywords
- Uses Rich Media
- Typo-Free

I am a Junior at UNC Chapel Hill majoring in Communication Studies with a concentration in Media Production. My past experiences include market research, event planning, and news production.

My professional interests lie in Marketing, Talent Casting, and Video Editing. I enjoy being creative, working with others and am very task oriented.

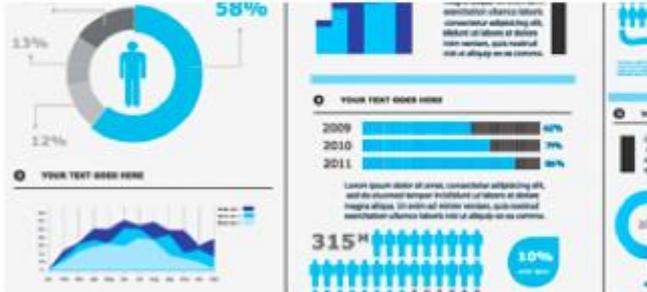


4. Add Rich Media



Education

Tufts University
BFA Graphic Design
2004 - 2008



Infographic project for Data Design course

This infographic features a central figure icon surrounded by a circular gauge showing 58%. To the left, a smaller gauge shows 1.3% and 1.2%. Below the figure, a bar chart is labeled 'YOUR TEXT GOES HERE'. To the right, a horizontal bar chart shows data for 2009 (60%), 2010 (70%), and 2011 (80%). Below this, a large number '315M' is displayed above a row of small human icons, with a '1.0%' label. The infographic includes various other data visualization elements like a line graph and a vertical bar chart.



Design submission for student design competition at Tufts

The design submission features a photograph of a person's hands in a striped shirt. Below the photo is a circular icon with a line graph. At the bottom, a large blue arrow points to the right, followed by a circular icon containing a stylized 'T' and the word 'TURN' in bold, black, sans-serif capital letters.

Videos, Slides, Papers/Reports, Portfolios
More!

5. List and Get Endorsed for your Skills



Skills & Expertise

Most endorsed for...

- 23 Career Counseling
- 14 Resume Writing
- 7 Interviews
- 6 Job Search Strategies
- 5 Marketing Communications
- 5 Academic Advising
- 4 Adobe Creative Suite
- 4 Newsletters
- 3 Event Planning
- 3 Teaching

Katherine also knows about...

- 3 Training
- 3 Social Media
- 1 Public Relations
- 1 Career Assessment
- 1 Graphics
- 1 Innovation Development
- 1 Public Speaking
- 1 Cover Letters
- 1 Editing

Does Brent have these skills or expertise?

Solidworks x Finite Element Analysis x Pro Engineer x

Design for Manufacturing x Labview x Type another area of expertise...

Endorse

Skip

What is this?

6. Get Recommendations

- Much shorter than a formal recommendation
- Request while the relationship is fresh – don't be shy
 - Offer to write a recommendation in return
- Always change the default request message! →

Ask your connections to recommend you

1 What do you want to be recommended for?

Choose...
[Add a job or school]

2 Who do you want to ask?

Your connections: 
You can add 200 more recipients

3 Create your message

From: Katherine Nobles
katherine.nobles@gmail.com ▼

Subject: Can you recommend me?

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

Thanks in advance for helping me out.

-Katherine Nobles

7. Showcase “Extras” like Courses, Volunteering, Organizations & Projects



Volunteer Experience & Causes

ESL Instructor

MANO

September 2010 – December 2011 (1 year 4 months) | Social Services

I developed English lessons and held one-on-one tutoring sessions weekly with a Spanish-speaking woman who had recently moved to the U.S. I also helped with childcare and homework assistance for children whose parents were receiving English lessons.

English teacher

Kindergarten, SRL

January 2012 – May 2012 (5 months) | Education

I worked with bilingual children in an Italian school and taught them grammar, spelling, and writing lessons once or twice a week.

Opportunities Courtney is looking for:

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

Causes Courtney cares about:

- Arts and Culture
- Children
- Education
- Environment
- Health
- Disaster and Humanitarian Relief
- Science and Technology

Organizations Courtney supports:

- [Carolina Center for Public Service](#)
- [APPLES Service-Learning](#)
- [Habitat for Humanity International](#)



Organizations & Projects



Organizations

Chancellor's Student Innovation Team

President

August 2010 – December 2014

I lead the team in ideating, strategizing, and developing various new programs to address UNC's innovation initiatives.

Carolina Creates

Director of Strategic Development, Chair of Board of Directors

April 2012 – December 2013

I met with numerous faculty and administration throughout the university to help raise over \$120,000 in support. I also provided strategic direction to help found various student groups and university initiatives.

TEDxUNC

Co-Director of Fundraising and Corporate Sponsorship

April 2013 – December 2013

I helped lead a team to raise \$40,000 in support for the annual TEDxUNC conference.

Bryan Social Innovation Fellowships, APPLES Service-Learning

Chair

April 2012 – December 2013

I assisted with strategic development and planning of the program, led the application and selection process, provided support and connections for the teams, and worked to integrate the service-learning and social innovation processes and cultures.

Admissions Ambassador Program, UNC Office of Undergraduate Admissions

Admissions Ambassador

December 2013 – Present

I worked with UNC's Office of Undergraduate Admissions leading campus tours and serving on informational panels for prospective students and parents.



Projects

Social Giving- LinkedIn Intern Hackathon

July 2013

We built a website that facilitates the donation of used items to people nearby, building on the new sharing economy. Ideal for college towns and other small, close-knit communities, Social Giving helps you to donate more efficiently, locally, and simply while building relationships with those around you.

4 team members



Courtney Sanford

Summer Associate at LinkedIn



Christina Quarrato

Associate User Experience Designer at...



Ramya Kedlaya

Associate Web Developer at LinkedIn



Vinamrata Singal

CS Student @ Stanford

Show and Tell- Global Health Hackathon

February 2014

We designed a website to address the knowledge translation gap around teen sexual health through curated content, social sharing, and community building.



Publications

How to Be an Entrepreneur in Your Internship →

LinkedIn Corporate Blog

August 2, 2013

8. Change Your Profile URL

Your public profile URL

Your current URL
www.linkedin.com/pub/katherine-nobles/15/576/8a8
[Customize your public profile URL](#) • [View your public profile](#)

Profile Badges
Create a profile badge to promote your profile like this:

View my profile on 

Include on printed resume/CV
Add to email signature
Add link on Twitter (if professional)

Customize your public profile URL ✕

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

If you change your URL, your current custom URL will no longer be valid.

www.linkedin.com/in/ 

Note: Your custom URL must contain 5 - 30 letters or numbers. Please do not use spaces, symbols, or special characters.

or

9. Join and Participate in Groups

Accounting and Finance Professionals 74,914 members [Join](#) [i](#) [↗](#)

Summary Demographics Growth Activity

YOU COULD BE MEMBER #74,915! [Join Group](#)

MEMBERS
74,914

DISCUSSIONS LAST WEEK
158

JOBS LAST WEEK
59

SENIORITY

Seniority	Count
Entry	22046
Senior	16689
Manager	12948
Director	5361
Owner	1909

LOCATION

Location	Percentage
Greater No...	6%
Greater Chi...	2%
Toronto, C...	2%
Greater Lo...	2%
San Francl...	2%

STARTED ON
October 28, 2009

10. Share Content with your Network



Claire Childress

Interesting change in service delivery model for a career center: http://lnkd.in/d-Kg_kW

Stanford Moving to Career Connections Model of Career Services

naceweb.org • The economy and its effects on the job market for college graduates, especially those in humanities, has led the career services office at Stanford University to reconsider its approach to its positioning, structure, and...

Like • Comment • Share • 49m ago



Melissa Guerin

First Target, then Neiman Marcus. If you're in retail, this is how to stay out of the "data breach" headlines. - Cisco Security Blog <http://stwb.co/psrhss>

Like • Comment • Share • 55m ago

Alumni Pages



University of North Carolina at Chapel Hill
Raleigh-Durham, North Carolina Area

Following

Home Notables **Students & Alumni** Recommendations LinkedIn for Education

162,792 results Attended 1900 to 2016 [Change university](#)

Where they live	Where they work	What they do
United States 154,168	UNC Health Care 939	Business Development 21,843
Raleigh-Durham, North Carolina Area 47,653	Wells Fargo 728	Education 21,196
Charlotte, North Carolina Area 13,934	Duke University 632	Healthcare Services 15,457
Greensboro/Winston-Salem, North Car... 8,761	Bank of America 476	Entrepreneurship 12,181
Washington D.C. Metro Area 8,479	IBM 460	Research 11,406

Show More



Christy Brantley 5



Candice Keenan 12



Kelsey Flynn 7



Larry Poltavtsev



Maida Salihovic 23

Invitations to Connect

- Personalize every invitation message: refer to how you know the person
 - 300 character limit
- Reply to connection requests to solidify the bond

Company Pages



The Advisory Board Company

18,575 followers

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MODERN HEALTHCARE
BEST PLACES TO WORK™ 2013

#1 Large Companies

The Advisory Board Company is a research, technology, and consulting firm serving a global network of 165,000+ leaders in 4,100+ organizations across health care and higher education.

Through our... [see more](#)

Recent Updates

The Advisory Board Company "The exciting part about my career is finding the right answers – not having them to start with." For opportunities with compelling career paths, visit www.advisory.com/careers.



Careers with Impact: Growth Opportunities

youtube.com • Rich, now in his eighth year, reflects on how his experience as a Marketing Associate was crucial in laying a foundation for his career growth with the Advisory Board.

How You're Connected



52 second-degree connections
2,090 Employees on LinkedIn

[See all](#) ▶

Careers



Interested in The Advisory Board Company?

Learn about our company and culture.

137 jobs posted

[Learn more](#) ▶

Ads By LinkedIn Members



Higher Ed Marketing

Explore the Principles of a Successful Higher Education Marketing Strategy

Maintaining Your Network

- Make lists of your contacts
- Make contacts (ask for referrals)
- Consider online strategies – LinkedIn, social media
- Share information, beware gossip
- Gather information about industry trends
- Keep people informed



Activity

CASE STUDIES



Follow @uncucs on social media



WE ARE SOCIAL