# Networking

## NETWORKING IS…

* An ongoing process that can begin before any job or internship search and includes talking to people you know to get information or advice
* Information sharing and informational interviews (see next page)
* Developing relationships or contacts and staying in touch (not daily, but perhaps with an update each semester)
* Joining professional organizations

Can include posting on their social media

**"Do not be afraid to step out of your comfort zone. Ultimately, your network is your net worth; you will have more opportunities as the number of people you know and relationships you establish grows."**

-Joe '12, MRKTG alum, Oracle

## NETWORKING IS NOT…

* Using people to get jobs- It should not consist of cold-calling people that you do not know
* Just about who you know- Quality of contacts is often more important than quantity

### GUIDELINES…

|  |  |
| --- | --- |
| • Establish your goal before contacting anyone | • Do your research so you are prepared |
| • Make contact by initiating a conversation | • Express appreciation after with a thank you note |
| • Develop a file to store all relevant information | • Set goals for ongoing networking opportunities |
| • Return the favor when others ask you for help | • Remain open-minded, prepared, and persistent |

92.6% of employers use LinkedIn – NACE 20145 Recruiting Benchmarks Survey

### LinkedIn logo

## Portfolio and networking

* Your LinkedIn profile is an animated and interactive resume. It should summarize your professional experience, interests, and capabilities. A strong profile can be a key differentiator for many positions.
* Find training resources at LinkedIn for Students (<https://university.linkedin.com/linkedin-for-students>) to learn more about creating a profile, joining relevant groups, and searching for jobs.
* Tips for building a professional student LinkedIn profile:

Craft an informative profile headline Fill your “Specialties” section with keywords

Display an appropriate photo (not a selfie) Add media to your profile

Claim your unique LinkedIn URL Show off your education

Develop a professional summary statement Share your work: upload or link projects

Collect diverse recommendations

Show your connectedness to your chosen field by joining and contributing to LinkedIn groups

## LionLink Connects YOU WITH ALUMNI MENTORS

LionLink is a professional networking program that links Penn State students with alumni volunteer Career Coaches. Alumni provide valuable information and advice on jobs and careers.

* Select the LionLink tab in NLCN to search for a Coach by employer, major, career field, etc.
* View mentor profiles and connect with someone by selecting “interested” to send them a message

For assistance or questions about LionLink, please contact Alumni Career Services at lionlinkinfo@psu.edu