

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



92.6 % of employers use LinkedIn

- NACE 2014 Recruiting Benchmarks Survey

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

Display an appropriate photo (not a selfie)

Claim your unique LinkedIn URL

Develop a professional summary statement

Collect diverse recommendations

Fill your "Specialties" section with keywords

Add media to your profile

Show off your education

Share your work: upload or link projects

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