Networking Do’s and Don’ts

Why network

• Obtain insight into career paths of interest
• Deepen your knowledge of specific industries and organizations
• Access the hidden job market
• Make connections with industry professionals
• Get your foot in the door for an interview

Have a Goal

• Practice networking
• Get more information about an industry/profession
• Secure an interview for a job you already applied to or are interested in
• Set up an informational interview
• Find out about hiring process within industry/organization and when/where jobs are posted

In-person

What's your Elevator Pitch

• Your name
• Education/Focus
• Highlights of past experience
• Skills/Knowledge
• Personality Traits
• Goals (what do you want from them)

Ice-breaking Questions

Etiquette

• Firm handshake
• Appropriate Clothing (look up their dress code!)
• Smile and make eye contact
• Introduce yourself before going straight into questions
• Hygiene - fresh breath, clean nails
• Wait your turn, don’t monopolize, don’t crowd
• Be mindful of food and beverages
• Don’t stand in the corner, take initiative
• Be professional at all times
• Know when to move on

Follow Up

• Updated LinkedIn Profile
• Ask for a business card or how best to follow up
• Note the names of people you meet
• LinkedIn - if following up on LinkedIn - never send generic invitation
• Written follow up - professional and error free, always thank them for their time

Online networking

Informational Interviewing

• Identify the occupation or industry you want to learn about
• Research the identified area and prepare questions
• Identify who you want to speak to
• Reach out via LinkedIn or get an introduction through a common connection
• Don’t ask for a job

Reaching Out on LinkedIn

• Always personalize a request to connect or InMail message
• Include why you want to connect, how you may have met or found them
• Include something in common (if applicable) ex: I see we both studied at Concordia in Marketing
• Reference their expertise, ask for advice or about their career path
• Remember you aren’t asking for a job directly, but this can open doors

Informational Coffee Chat

• Ask how they got started in their career, what they like, what they don’t like
• Ask about the career field/company in general
• Arrive on time, dress appropriately, and be professional
• Follow up with a Thank You note - ALWAYS

Tool for finding alumni by graduation date, field of study, company, function etc
linkedin.com/alumni