

**JUST  
IN  
TIME**

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**WORK**

**ING**

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Produced by  
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# TOP 5 REASONS TO NETWORK

**What is networking? Networking develops relationships with others to further your career goals and create a community of people to support you throughout your career. So why should you network?**

1. Land an internship or job
2. Learn about a role in a company or industry that interests you
3. Create connections for potential future job or internship opportunities
4. Build a community of people who support you throughout your career
5. Connect to potential mentors who can give you professional advice and guidance<sup>1</sup>

## ELEVATOR PITCH

**Now let's discuss how to talk about yourself. When sharing information about yourself during a networking situation, you will want to use an elevator pitch.**

What is an elevator pitch? An elevator pitch is a quick way to introduce yourself to someone else. In your elevator pitch, you highlight exactly who you are and what you offer. You can use it to market yourself in networking opportunities. It is a good way to make a great first impression.

According to LinkedIn, an elevator pitch is a helpful starter to a deeper conversation. You can use your elevator pitch to begin a conversation with a person and briefly share who you are.

## ELEMENTS OF A SUCCESSFUL ELEVATOR PITCH

1. Share your name
2. Explain what you are doing currently or what have you done previously
3. Share a strength or passion
4. Make the connection and explain why you want the person to listen
5. Make sure to ask him or her for what you want—internship, mentorship, etc.
6. Close out with a thank-you<sup>2</sup>

## CRAFT YOUR OWN ELEVATOR PITCH USING THE EXAMPLE BELOW

1. Hi. My name is Cameron.
2. I am a student at Skyline College, studying psychology.
3. I am interested in the psychology of marketing and how ads can create emotional responses.
4. I wanted to connect with you because

I am familiar with your company and I am a big fan of how you market your products to consumers.

5. I am looking for an internship next summer and I would love to connect with you to find out more about internship opportunities with your company.

(Make sure to let the listener share information about himself or herself and what he or she are available for.)

6. It was great meeting you and I'd love to stay in touch. I'm going to email you tonight.

Now that you have crafted an elevator pitch you can use it to promote yourself to others in person and online. In the next section, you will learn strategies for connecting with other people who can support you in your career.

## WHERE TO NETWORK

Networking happens in person and online. You can build professional relationships with people at events or gatherings, and you can connect with people online through different networking and social media sites. **Some common places to network with other people in person are:**

**CAREER FAIRS** hosts anywhere from 10 to 200 employers with the goal of connecting people to job and intern-

<sup>1</sup>Eight Reasons Why You Should Network <https://recruitloop.com/blog/eight-reasons-why-you-should-network/>

<sup>2</sup>Berger, Lauren, director. How To Create Your 30 Second Elevator Pitch! [www.youtube.com/watch?v=Lb0Yz\\_5ZYzI](http://www.youtube.com/watch?v=Lb0Yz_5ZYzI)

ship opportunities. These events will help connect you to companies hiring from different industries.

## INDUSTRY EVENTS & CONFERENCES

gather individuals from specific industries to discuss trends, opportunities, and challenges within the industry. These events can be a helpful place for you to explore a specific industry and meet people who work in the industry.

## CHAMBER OF COMMERCE EVENTS

promote and protect the interests of the business community. Government and industry professionals come together to be a resource for civic engagement. These are a great place for you to connect to employers in your community.

## COLLEGE EMPLOYER PANEL DISCUSSIONS

are where industry professionals and college alumni share their career backgrounds and give career advice to students. These events are an ideal place for you to learn about an industry you're interested in and meet people who can connect you to internship and job opportunities.

**POLITICAL CAMPAIGNS** gather people from a specific political group to influence the decision-making progress. You can volunteer at these events to support a political party campaign and meet new people who work across many different industries.

**COMMUNITY SERVICE** gathers individuals who participate in service that helps support the environment or the

people within a particular community. Some examples are serving food at a homeless shelter or picking up garbage at a local beach. You can volunteer at these events and network with other volunteers to help support community projects that are meaningful to you.

## THE EVENT

Here are some helpful tips to keep in mind when attending networking events.<sup>3</sup>

### BEFORE

Attend a career workshop on your college campus to help you prepare; practice your elevator pitch; review the list of employers and contacts attending; research companies that interest you; create your resume and bring copies with you; bring a pen to take notes.

### DURING

Approach employers and introduce yourself; provide your resume to an organization of interest; ask questions and express interest in the people you meet; collect business cards and write down facts on the backs of the cards to help you remember those people.

### AFTER

Follow up; send a personalized email to individuals you want to stay in contact with; connect with individuals on LinkedIn; call individuals who might have job or internship openings.

## ONLINE TOOLS

In addition to networking events, online platforms are a great way to build connections. Below is a list of common websites you could use to develop your network.

**MEETUP.COM** is a website designed to connect people who have common experiences, values, or interests. You sign up for events online and meet others in person. Meetup can help you network with people who share your interests, hobbies, activities, or goals.

## INDUSTRY ASSOCIATION WEBSITES

are websites run by professionals within an industry. These websites share industry trends, trainings, and job opportunities, and have discussion boards where you can post questions and ideas and connect with others in the industry.

**TIP** To find an industry association website, type in the name of the industry you're interested in followed by "industry association website."

**SOCIAL MEDIA SITES** can be a great way to discover content from family, friends, and influencers.

**LINKEDIN** is a crucial professional recruiting website where—after setting up a career profile—you can connect with others, search for jobs, read business articles, and take courses.

<sup>3</sup> Stanford Career Education—BEAM. "Making the Most of Your Employer Connection Experience."

# USING LINKEDIN

LinkedIn has become an essential part of the career search and is an excellent tool to help you market yourself and look for job and internship opportunities. It's essentially your digital resume and can connect you to hiring managers and industry professionals. According to Forbes, "87% of recruiters turn to LinkedIn to find new talent."<sup>4</sup> It can also be a place where you take courses to build your skills and further strengthen your resume.

**LINKEDIN LEARNING** is an online educational platform that helps you build business, technology, and creative skills through expert-led course videos. LinkedIn Learning provides over 5,000 courses.

**LINKEDIN GROUPS** provide a place for individuals who have similar interests or who are in the same industry to share their insights and experiences, ask for guidance, and build a community. According to LinkedIn, "Being an active participant in a

LinkedIn Group can help you network with other professionals, especially those outside of your immediate circle of current and present colleagues, classmates, and employers."<sup>5</sup> You can use LinkedIn Groups to learn about specific industries and ask questions of industry professionals.

**LINKEDIN JOBS** allows you to search for open jobs on LinkedIn. Job opportunities are posted by companies and recruiters based on keywords, titles, or locations. Frequently, you can apply directly through LinkedIn by just uploading a resume.

**TIP** LinkedIn has their own Networking Guide to help you grow your network. Check it out at <https://www.linkedin.com/company/linkedin-member-guide/>

To utilize all the services on LinkedIn, including Groups, Learning, and Jobs, you need to first create a profile. Your LinkedIn profile is your digital resume and you can use it to market yourself.

Once you create your LinkedIn profile, you can start connecting with people and developing a network. Start by connecting with former coworkers, friends, classmates, and family, and then continue to connect with people you meet at events.

# RECAP

Use the following list as a reminder to make sure you are ready to begin networking:

- Create an elevator pitch so you can quickly introduce yourself to others.
- You can start networking by connecting with people you already know and then asking them to introduce you to people they know.
- Events are a great place to connect with new people, build new connections, and expand your network.
- Ensure that your social media profiles are professional. Companies look at your digital footprint before they hire.
- A valuable career step is finding a mentor, someone who is invested in helping you achieve your goals.

# REMINDERS

- You can connect with others and build your network online using networking websites.
- Networking can lead to developing career allies—people who want to support you in your career.
- Informational interviews are a hybrid of an amazing networking opportunity, an informational session, and a job interview.

**Skyline College has career counselors, job placement coordinators and faculty who are eager to help you through from beginning to end. Contact us at [LandUrDreamJob@gmail.com](mailto:LandUrDreamJob@gmail.com), or call us at (650) 738-4337 to schedule an appointment and receive more one-on-one support.**

<sup>4</sup> An Expert's Advice On Making The Most Of LinkedIn <https://www.forbes.com/sites/biancabarratt/2019/06/26/an-experts-advice-on-making-the-most-of-linkedin/#37e316937037>

<sup>5</sup> LinkedIn for Business: The Ultimate Marketing Guide <https://blog.hootsuite.com/linkedin-for-business/>