

Your (NEW) Networking Checklist

What are the ways you're interacting day in and day out with your peers, colleagues, classmates, industry professionals and partners? Rather than stressing - start focusing on what you can do just a little bit better every day to build the network you need to support a lifetime of career ambitions.

Build Your Dream Network Basics

*Yes! **In a hyper-connected world, the items listed below are all networking opportunities.** Touch-points to make or reinforce a first impression, and a chance to network your passions, interests and expertise with other WITS attendees AND with your existing network who may not be participating in WITS.*

- ☐ Email Signature Line
- ☐ Online Profile (i.e. LinkedIn, bio on company/organization or personal website)
- ☐ Profile on Whova (WITS event app)
- ☐ Headshot
- ☐ Articles/Blogs (i.e. LinkedIn or Medium)
- ☐ Posts (i.e. FB, Instagram, Twitter)
- ☐ LinkedIn Updates (posting or sharing an update + commenting on posts)
- ☐ Leadership Profile (i.e. Student and/or Professional Organizations)
- ☐ Membership or Board Profile (Not-for-profit, Club or Community Organization)
- ☐ College/University/Other Alumni (profile, directory)
- ☐ Voicemail message
- ☐ Out-of-office or vacation responder (email)
- ☐ Newsletter (personal or company)

Build Your Dream Network Top 5 To-Do List

Here are my top five #BYDN suggestions on how YOU maximize the networking opportunity of WITS:

- **Update** your online profiles to include/mention WITS attendance. Leverage your out-of-office email responder while you're watching sessions.
- **Engage** with your WITS attendees, speakers and sponsors on the Whova app and by following @WomenTechSummit on Twitter + using the conference hashtag(s) on social.
- **Follow** the employers and industry experts who are part of WITS (i.e. follow the company accounts on LinkedIn, Twitter, FB, Instagram, Snap; for individuals, follow their accounts on LinkedIn and Twitter).
- **Subscribe** to any newsletters, industry or sector alerts or marketing programs produced by participating sponsors, speakers and industry experts (i.e. keep abreast of what these new connections are thinking about in order to connect and deepen relationships after WITS).
- **Share** what you've gained by attending WITS with your network, whether it's a short update or longer article on LinkedIn or Medium, contributing an article to a company newsletter or blog, sharing takeaways on a Slack channel or hosting a lunch & learn on Zoom.

Further resources:

What Does Networking Mean, And What Does It Look Like Today?

Intentional Career Development-With Sherrell Dorsey

What Drives The Success Of Women In Tech

Three more #BYDN networking wins:

- **Check in** with a mentor/sponsor/advisor and provide an update on your recent activities (+ share what you've learned at WITS!).
- **Forward** 1 relevant article or blog post from WITS (together with a personalized note) to someone in your network who you think would benefit from the information.
- **Review** your calendar one month from now and send at least 1 follow-up email to someone you connected with during WITS.

Network-Building Reminders

(Sometimes it's the little things that make a BIG personal connection)

- **Responsiveness** (i.e. RSVP, answering emails etc.).
- **Timeliness** (i.e. online + IRL when do you arrive for meetings/events).
- **Approachability** (i.e. leveraging the chat function on Zoom, responding to comments on your social media posts, participating in a Tweet Chat, how you enter a conference call or online meeting).
- **Personalization** of communications (i.e. requests to connect on LinkedIn, cover letters, follow-up requests for information).
- **Leverage** hashtags! (i.e. perhaps the greatest tool to find conversations and communities of interest whether on traditional or new social platforms such as Peloton).
- **Embrace** old school communications (ie. a handwritten note has a major impact).
- **Remember** the "little" things (i.e. birthdays, anniversaries, even if you only check in once in a while, it can be enough to revive or keep a relationship warm).

AND one more thing....

(A perk for those who read to the end!)

For WITS attendees, an invitation to continue our conversation by joining me in the Build Your Dream Network community as an early adopter (#BYDN is a membership community now in closed, private beta). Build Your Dream Network membership includes access to my 6-Week Networking Makeover Course (offered exclusively on the membership platform). The next live course (mastermind instruction format) starts on **September 9**. For a link to join the community, email admin@jkellyhoey.co and mention WITS.

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Contact: admin@jkellyhoey.co

Community: buildyourdreamnetwork.com

Twitter: @jkhoey

Instagram: @jkellyhoey