

30-DAY NETWORKING PLAN FOR NEW GRADS

WEEK 1

You've graduated! Whoop! Time to make a list of all the people who have helped you reach this personal milestone.

Draft emails and/or handwritten notes to send to each person on your list. (Don't send just yet).

Get a new headshot.

Google yourself then audit your social media accounts (update LinkedIn, change privacy settings on other accounts etc.)

Update your resume so it aligns with your LinkedIn profile. Ask a friend to proof-read it.

Register for your school's alumni program.

NOW send out the emails + cards you drafted as your resume + social accounts are ready to be viewed or forwarded (if someone asks).

Research companies you're interested in working for – before applying online or asking for introductions.

WEEK 2

Add people you already know to your LinkedIn connections by sending a personalized outreach message.

Follow people on LinkedIn you'd like to get to know. Start reading their posts to see if there is a conversation starter somewhere in there.

Scan social accounts to see what your college / university classmates are up to. Comment on their posts, ask questions to make it conversational.

Send a weekly email to a small group of friends asking "what do you need help with this week" – then find ways to help each other.

Check your online video interview set-up with a friend (i.e. lighting, background, internet connection).

Practice your recorded interview message and get feedback on it from a mentor.

Conduct mock interviews with a friend.

Reach out to potential references to request a reference before you give their name as a reference.

WEEK 3

Reflect on the list you made in week 1. Did you leave anyone off the list who deserves some acknowledgment (i.e. camp counsellor or former boss from a PT job a couple of summers ago?)

Volunteer. Research community organizations or ask on campus (career services, alumni) to see if there are opportunities to lend your skills (+ network your talents too).

Join relevant professional groups, meetups, associations etc. Seek out opportunities to help out versus being simply a passive member of the group.

Plan informational interviews, starting with the type of information you're seeking (sector specific career path, ideas on where your skills + education could be put to use, how others have applied similar degrees).

Contact Alumni Relations office to get their recommendation on how best to reach out to alums of your school for informational interviews.

Schedule info interviews.

Organize an online catch-up to swap ideas and experiences on your job search with other job searchers

WEEK 4

Keep on top of industry news – and share information you're reading (i.e. in social media posts or passing along articles).

Set Google Alerts on companies you've applied to (or people hope to work for) – as breaking news could be good timing for an outreach email.

Search out #hashtags used in the industry you're seeking to enter as these are an excellent source of intel as to what decision makers are talking about and care about.

Update key contacts and mentors on the status of your job search.

Review your LinkedIn profile (again) and update with relevant activities you've undertaken over the past 3 weeks.

Do anything but worry about your job search today! Exercise. Read. Go for a walk. Give your subconscious a chance to come up with new ideas!

Scan this list to see which activities you've dropped, overlooked or neglected to do, then get to it!

HOW TO NETWORK LIKE A PRO IN A HYPER-CONNECTED WORLD

Before You Start Networking

First impressions are formed at the first encounter and thanks to social networks, your first impression is made before the informational interview or initial meeting is even scheduled - so start your professional networking off strong by polishing up your online profile(s).

LinkedIn dominates the “professional” networking space so ensure you have created and completed your LinkedIn profile (specific tips are included).

Think about the role you’re seeking, how do professionals in your chosen field describe themselves? Read job postings/descriptions if you need guidance on the language to use or prompts on what to include or highlight in your profile.

Pro Tip: Check Your Privacy Settings! Your profiles on other social networking platforms may include information you don’t necessarily want to share with future employers.

Pro Tip: ensure your CV or resume aligns (dates, descriptions) with your LinkedIn profile as these are candidate details recruiters check!

Be Generous When You Post

Whether online or off-line, the foundation of networking is generosity. If you want to make and maintain meaningful connections, you need to be generous. Think about how the information you’re sharing may help a friend (or the person you want to build a connection with).

Three easy ways to be generous when networking online:

- Pass along articles or blogs of interest.
- Highlight the programs or events you’ve signed up for.
- Comment on posts of others.

Pro Tip: online platforms may democratize access to potential employers and other career influencers, however, don’t make the mistake of forgetting that behind the online profile is a real person! Whether online or off, people need to get to know and trust someone they are going to hire, mentor, recommend etc. Take the time and put in the effort to build that trust.

HOW TO NETWORK LIKE A PRO IN A HYPER-CONNECTED WORLD

Research Before Reaching Out

Don't rely on an email template or sample cover letter! Stand out from the job-seeking crowd by using your critical thinking skills to research the people you're seeking to meet and/or deeply understand the opportunities you're applying for. If busy people take the time to blog, podcast or tweet, it likely means they care about the subject matter - so use their published content to your career advantage.

Before sending out a cover letter or request for a "coffee date" you should, at a minimum:

- Follow the company or individual on LinkedIn (and Twitter)
- Subscribe to newsletter(s) the company or individual publishes.
- Listen to their podcast(s) or podcast interviews.
- Read or watch any interviews they have conducted.
- Sign-up for any webinars the company or organization hosts.

This background research will help you customize every outreach by revealing the common points of interest and/or showing a company you have a true understanding of what's critical in their industry right now.

Pro Tip: Hashtags are a great research tool to find communities and the conversations happening right now in the industry or profession you're pursuing. You can search and follow hashtags on social platforms (i.e. LinkedIn, Twitter, Instagram) and platforms with a social layer (i.e. Peloton).

Network Building Etiquette Matters – Even Online

Just because you can swiftly follow, click and/or swipe does not mean you have a "true" ask-for-a-favor connection. Build a strong professional reputation by showing up consistently and by:

- Being responsive (to emails, RSVPs for events etc.).
- Personalizing your communications (from requests to connect to cover-letters).
- Arriving on time for meetings (even when those meetings occur online).
- Offering to help (not always asking for assistance).
- Following-up when someone provides guidance and following-through on commitments you make.

What do you want to do or become? What are you planning to do with your education, degree, life? How could you answer the inevitable career questions you'll be asked (especially if you don't know!?!?!). To help you out, here are some #BYDN prompts for crafting your answers:

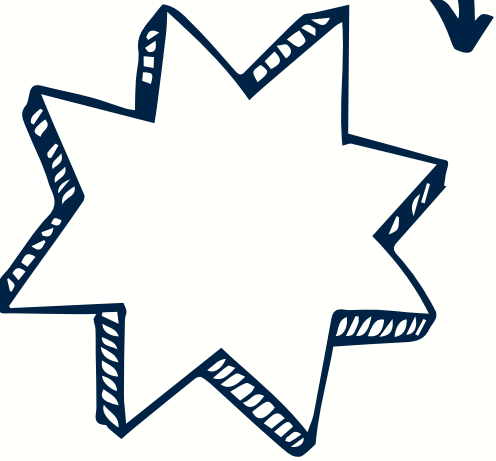
ALL ABOUT ME!

My studies have (given me/taught me)...

I majored in X and I'm hoping to...

Me!

I imagine applying my education in a way that...



I want to use my degree to:

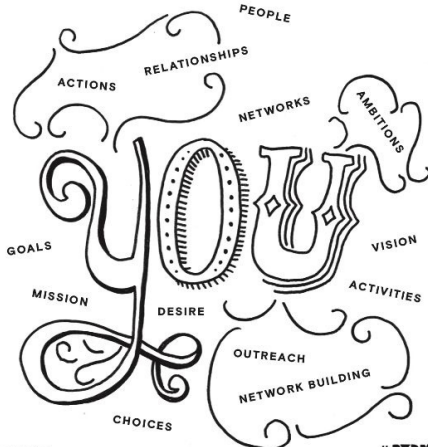
I've developed an interest in (or am curious about or have an aptitude for):





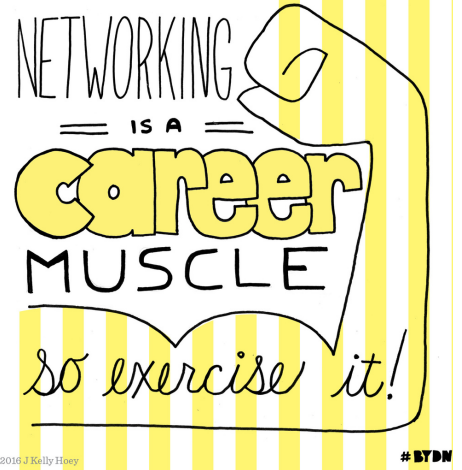
© 2019 J Kelly Hoey

#BYDN



© 2019 J Kelly Hoey

#BYDN

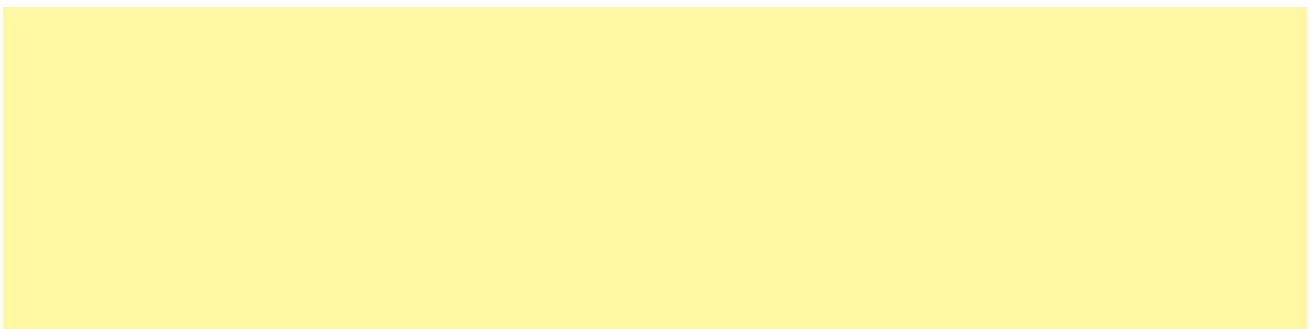
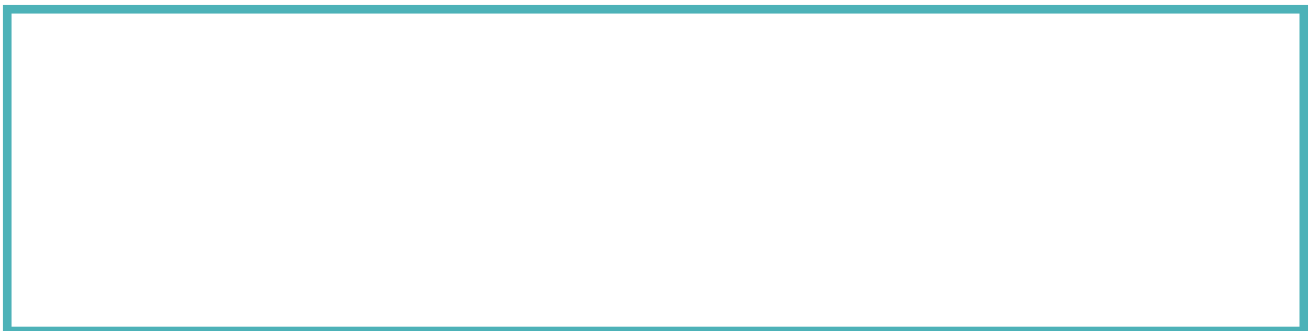
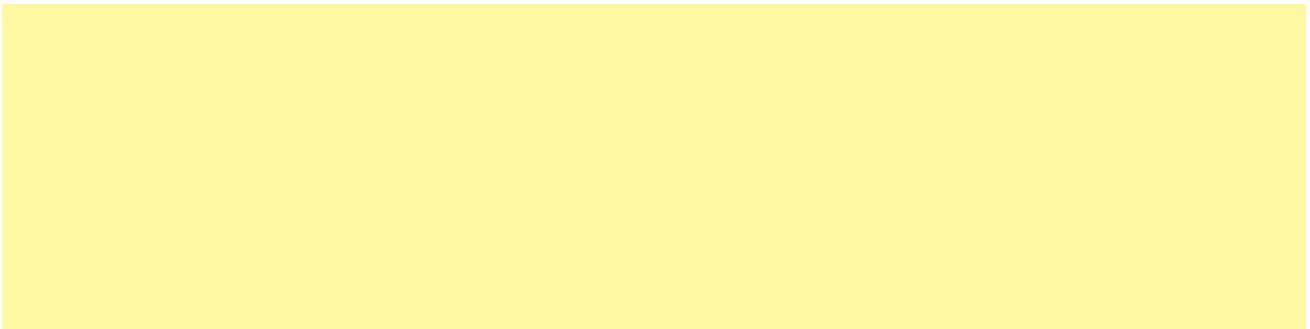


© 2019 J Kelly Hoey

#BYDN

When you don't know "where" you want to work (and are challenged by questions such as "what's next for you?" or "what companies are you interested in working for?"), imagine the types of projects and co-workers you'd like to have or the work culture you'd like to be part of. Describing the work environment you envision working in can assist your network in generating ideas for you.

- What skills do you want to gain or flex?
- How do you want to contribute?
- Who do you want to learn from or contribute alongside?



BYDN LINKEDIN PRO-TIPS

Your Profile Photo, Headline + About Section

Your aim is to be discoverable - and to introduce yourself to those finding your profile (plus encouraging them to scroll down to read more about you):

- Make a strong first visual impression with a good headshot
- Be discoverable by the use of keywords
- Own and highlight your accomplishments

Use clear and understandable language in your headline. Avoid buzzwords or jargon (unless you're sure that is what recruiters are searching for). There is not rule against being forward looking in your headline - keep this in mind if you're just starting out.

Examples of strong headlines:

- Marketing student / Passionate about Branding + Social Media / Student Ambassador at Newcastle University
- Bsc (Honors) Physics, University of St Andrews / RAF Reservist / Scotland Senior and G8 Dev Hockey Squad
- AS Aspire Candidate / Incoming Policy Intern at The Centre For Social Justice
- BA (Honors) Intercultural + Communication w/ Business Graduate / future MSc Data Science and AI Student

Pro Tip: Recruiters search for talent based on keywords - and the first place they search for keywords are in headlines and the about section. Keywords recruiters search for are based on skills, experiences and education. They are not searching the phrase "looking for work" or seeking new opportunity". Read job descriptions to discover what keywords are sought-out in your industry.

The 'About' section of your LinkedIn profile is a summary of who you are. Think of it this way - if you were in a bookstore wondering what book to read, you'd look at the cover then you'd flip to the back to read a short synopsis of the book . If your photo and headline are the book cover, then the About section is the synopsis on the back. More tips:

- Write your profile in the first person.
- About is where you could include a mission statement ("my career goal is to..." or a list of technical skills.

Examples:

- "I'm a workplace communication and organizational culture consultant...My mission is to help people communicate and collaborate effectively so they can strengthen their communities at work and reach their business goals..."
- "I graduated this year from with a First Class-Honours in Science...Additionally, I have undertaken several placements in programming. (R/JavaScript/Linux/Python/SQL)...I recently completed a FutureLearn UX design/research course, a beginner to advanced JavaScript course, and Bright Networks technology internship."

BYDN LINKEDIN PRO-TIPS

Your Experience

LinkedIn is more than a resume:

- It is a platform to showcase your qualifications and connect (so use the first person)
- It values skills and experiences, so do include details of paid plus non-compensated roles (internships, job shadowing schemes, student leadership roles)

Pro Tip! Don't miss out on opportunities by skimming over your roles and work experiences:

- Don't simply post the name of the employer and dates of your employment!
- Don't simply recite job descriptions.
- Outline responsibilities, skills and outcomes.
- What did you do, learn or accomplish in the roles or positions you've held?
- Use an active voice when describing these activities (lead, managed, created)

Here's an example of what NOT to do when describing a past work experience (clearly someone just pasted corporate PR buzz into their profile):

The XYZ Leader Series is a 10-week virtual learning series aimed at providing opportunities for early-career talent to experience XYZ culture, connect with XYZ leaders, and learn the business. The program provides an in-depth look under the "XYZ hood" – from industry trends, marketing strategy, and data science to experience design, emerging technology, and culture.

Here are strong examples, listing clear experience or highlighting work ethic and mastery of critical self skills:

Example 1

Legal Immigration Internship

- *Researched and analyzed law and legal procedures and requirements applicable to and in foreign countries, particularly in Latin America.*
- *Prepared immigration packets, including forms, victim statements, and required evidence.*
- *Conducted information sessions about DACA and DAPA on behalf of Immigration Legal Services.*

Example 2

Work part-time over the holidays for my family's business.

Involves selling products at Edinburgh Farmer's Market, which has really helped my communication skills grow.

Set up an Instagram account to help with marketing and sales.

Working through the Coronavirus to deliver to those who are self-isolating and vulnerable.

Volunteer roles, retail and hospitality experiences are often where essential soft skills are developed plus how you approach these roles, tells a recruiter a lot about who you are as a person: Hustling, Entrepreneurial, Empathetic, Customer service oriented, Business mindset, Responsible, Strong work ethic, Self starter, Team player. Other essential skills you may have gained in a seemingly mundane PT job: time management, effectively multi-tasking, self-management, attention to detail, research, product knowledge, conflict management.

THE WEEK THAT WAS

It's easy to get deflated or have your efforts derailed by FOMO (or worse, well-meaning but distracting job search advice). Stay on course + motivated with weekly reminders of all the actions you've taken to strengthen your network and pursue your career dreams.



#BYDN Network + Career Building Content List

Job search and career networking resources pulled from Build Your Dream Network: Forging Powerful Relationships In A Hyper-Connected World + more.

#BYDN PAGE REFERENCES	#BYDN PODCAST EPISODES
Expert Insights: landing the Post-college Dream Job (page 59)	<u>Networking Advice for College Students</u>
Expert Insights: Network Around the Corporation to Move Up the Ladder (page 75)	<u>Networking Guidance For Interns And College Students Seeking Internships</u>
Virtual is Reality (page 146)	<u>How to Hack A Summer Internship Experience</u>
Hey! I Just Met You (page 153)	<u>Ghosting And Being Ghosted During A Job Search</u>
Expert Insights: Ask the Social Savvy Recruiter (page 158)	<u>Do You Hate To Ask For Help?</u>
Following Without Following-Up (page 206)	#BYDN BLOG POSTS
The Elevator Pitch (page 208)	<u>A Resume? Yes, You Still Need One (So Craft It Right!)</u>
Don't Hit Pause (page 214)	<u>College Students! Polish Your Online Profile</u>
Be A Life-Long Learner (page 218)	<u>Design Your Networking Approach For People</u>
	<u>Networking Doesn't Need To Suck</u>
	<u>What Sets You Apart?</u>
	<u>One, And Pretty Much Networking Done</u>
+ More: <u>Build Your Dream Blog.</u>	Resources To Check Out: <u>Prepped</u> (digital and personalized program that provides guidance and training to help you properly tackle your job search). <u>Bright Network</u>
Questions?	Stay Connected! Twitter: @jkhoey @BYDNetwork Instagram: @jkellyhoey @buildyourdreamnetwork Website: www.jkellyhoey.co

