

NETWORKING MESSAGING

What to Write + What to Say



Place learning objective here

Ok Great...But What Do I Actually Say?

METIS



Ask Open-Ended Questions



Let them do the talking! People enjoy talking about themselves and also genuinely want to help

“ ”

Do you work in data science?

Did you previously have a technical background?

Did you have specific domain knowledge prior to joining your company?

What projects are you working on at work?

What is the size of your data team?

Use Active Listening

Be interested in the other person and follow-up with more pointed questions



“ ”

Oh, that's interesting. How did you eventually overcome that hurdle?

That's great advice. When you first started your, what was your biggest learning curve?

It's cool that your company hosts hackathons. Is there anything I can do to help spread the word?

Have Clear Direction



Share what you're doing and what you're looking for -- help them help you

“ ”

I am currently [enrolled/graduated] [in/from] an immersive data science bootcamp. It's been great so far. I chose Metis because the project based curriculum provided me with a practical application of tools and methods and autonomy over what I work on. For example,[insert brief project description].

Have Clear Direction



Share what you're doing and what you're looking for -- help them help you

“ ”

*I graduate in [insert timeline] and I am
interested in [insert interest] but since I am in
the beginning of my career in data science I
am open to learning about [insert an specific
industry, tool, or something similar to what they are
doing if it's of interest]*

Create Next Steps




Get a card, request their email, or just ask if it's okay to add them on LinkedIn

“ ”

Thank you so much for connecting. Would you be open to exchanging email addresses?”

It was really great connecting with you. Thank you for taking time out of your busy day to speak to me about the position. What would be the best next steps? Can I send you my resume or would you be comfortable connecting me with the recruiter or hiring manager for the role?”



Up Next...
Takeaways

1

Have an open mind and approach to networking
Be casual and friendly with *high hopes and low expectations*



A big mistake that job seekers make is assuming that every experience or conversation they have during an networking opportunity will lead to a job. I don't you know about you, but that seems like a lot of pressure to put on yourself. Instead, approach each situation hopeful that you'll broaden your network, learn new things, and potentially connect with someone who is hiring. Remember, think of networking as a marathon and not a sprint.

2

Maintain Perspective. Be Persistent



Remember your goals. You may not get value from every meetup, conference or networking opportunity. In fact, not everyone you reach out to will respond or even be nice, interesting, or helpful. You're probably thinking, *way to paint such a glum picture*, but the point is we want to help you calibrate the right expectations and set you up for success. It's very easy to give up or surmise that a few poor networking experiences is the totality of that experience, but trust our advice it works.

3

You Are Not Alone



Networking is not easy, but it's a critical part of the job search. When you're feeling like things are not working, schedule a meeting with your advisor so they can assess the situation and offer suggestions or redirect your approach. *You are not alone* in this, Careers is here to help.

Ok Great...But What Do I Actually Write?

METIS



Best Practices for Written Correspondence

METIS

#1 Make it Easy



Create an email signature with your contact information

Having a signature makes finding and or sharing your contact information easy



Thank You for Connecting

Recipients

Thank You for Connecting

Hi Holly,

Thank you for connecting today. Learning about your current project at work was really enlightening and it gave me some inspiration for optimizing my classification project. Given everything that's on your plate I really appreciate it you taking out the time to talk to me.

I would be interested in applying to the Sr. Analyst position, what would be the best next steps? Should I send you my resume directly or would you mind connecting me with the recruiter or hiring manager for that open role we discussed?

Thank you again, and I look forward to hearing from you.
Janet

Janet Jackson
123.345.6789
LinkedIn Link
Blog /Website Link
GitHub
Project Video link



What do you think
of the following
LinkedIn Message?



Hey Sammy,



Thank you for accepting my connection request. I am a big fan of Square and would value any time you might have to chat about the company. If there are any positions you think would be a good fit for me, I would sincerely appreciate the guidance.

Best,
Tim



Send





If you thought it
was pretty bad,
You're right



Sammy,

Thank you for accepting my connection request. I am a big fan of Square and would value any time you might have to chat about the company. If there are positions you think would be a good fit for me, I would sincerely appreciate the guidance.

Best,
Tim



GIF



Send



#2 Do your Research



Know what you want or what you need to get out of the conversation. Don't expect someone to figure it out for you.

In the sample Inmail, while the language is polite, the burden is on the recipient to find a time that works to talk and to find opportunities at the company that may fit your interests. This is problematic, particularly if you do not know the person.

In our experience, the intention behind messages are in fact – to not bother or be too forward with the recipient – however, most times if it has the counter effect it will probably not result in a high ROI.

Use this example



Connecting: Recent Metis Graduate

Hi Jeff,

I just read your timely blog on [How China Built a Twitter Propaganda Machine Then Let It Loose on Coronavirus — ProPublica](#). I'm really happy to be a part of the Metis DS community and have access to great people and content.

As a recent grad, I am starting my job search and see that ProPublica is looking for a Jr. Data Scientist. Would you have 10 or 15 minutes this week to talk about your experience and what ProPublica is looking for beyond the job description?

For your convenience, I've included a brief bio and my resume. I'll also chat you on slack as I'm not sure if you're active on LinkedIn

Best,

Alonso Rodriguez

#3 Follow-Up



Once or twice is suffice

Following up is a critical step that most graduates overlook. Naturally, Metis graduates are some of the nicest folks around, and because of that graduates have expressed concern about bothering the recipient. Careers is here to set the record straight once and for all – It's not a bother!

The simple truth is, as mentioned in previous slides, some people won't be helpful, but the majority of folks will. With personal and professional lives busy as ever, a nice follow-up is often appreciated.

Outreach Message: Networking Follow-Up



Follow-Up

Hi Jessica,

It was great meeting you at the online network event. Let's stay in touch.

Best,



You get a point for
following up, but
we can do better

Outreach Message: Networking Follow-Up

Follow-Up from March 15 Virtual Meet-up

Hi Jessica,

It was great meeting you at Dataiku's virtual meet-up. I was really impressed with how seamless the event went and although we couldn't meet in person, I really felt connected to the community. Your talk on recommendation systems inspired me to go back and tweak my recipe recommender. I'd love to send you a link to my GitHub when it's done.

In the meantime, good luck with the rest of the quarter. Do you have any plans to write a follow-up blog on how COVID-19 impacted usership on Etsy?

Let's keep in touch.

|



Up Next...
Pro Tips

Best Practices When Asking for Help



Create an email signature with your contact information

Having a signature makes finding and or sharing your contact information easy

Do your research!

Know what you want or what you need to get out of the conversation. Don't expect someone do the research for you.

Include the position link + your resume

People are more inclined to offer advice or get on a call if you make it easy -- do the work for them

Have a bio handy

Include a brief bio that provides employment and educational background along with your transition into data science. This makes forwarding or writing an introduction about you easier for the referer

Follow-Up and be persistent

Be kind and remind. People can get busy and forget; if you still don't hear back find someone else



And Remember to
Tell Yourself...

A meme featuring a woman with short dark hair and a smug expression, wearing a patterned jacket. The background consists of diagonal blue and orange light streaks. The text "I GOT THIS." is overlaid at the bottom in a bold, white, sans-serif font with a black outline.

I GOT THIS.