

Networking Etiquette Guide

You'll be using email, LinkedIn, and other forms of communication as you proceed through your job search, from networking to applying to jobs. Those you connect with will get a sense of your professionalism from the content of your messages, and also from which method you choose to reach out to them with and how often you follow-up with them.

Crafting professional messages

1. Use a professional email account. If your email is catlover66@hotmail.com (or similar), it needs an update. A good professional format is first.last@emailhost.com.
2. Craft a clear and professional subject line.
 - a. Example: Connecting about Data Science at Facebook
3. Craft a concise message. Long emails will often overwhelm recipients and are more likely to be ignored.
4. Do not include unnecessary content. The following kinds of content are red flags for those you're trying to connect with:
 - Negative emotional content
 - Poor Example: "I'm frustrated that I haven't heard back from you"
 - Use instead: "I wanted to check in and see how things are going and if you've had a chance to review my previous message, I'm sure things are busy for you. Thank you!"
 - Overly personal information about yourself
 - Poor Example: "This process of finding a job has been a huge struggle for me, and I would love your help"
 - Poor Example: "Due to my mother's death and lots of family drama over her estate, I haven't been able to focus in the last week and have been out of touch."
 - Use instead: "I'm interested in connecting with other professionals and building out my network of data scientists".
 - Casual language
 - Poor Example: "Hey [name], What's up? Your LinkedIn profile looks pretty sweet - would love to hang sometime and talk data!"
 - Use instead: "Hi John, I found you on LinkedIn in a search for data scientists at Facebook, and noticed you are also focused on machine learning. Would you be available for a short informational interview to share your experiences at Facebook?"
5. Proofread your message. Spelling and grammar mistakes are taken as signs that you're not careful about your work or do not care that much about the person you're talking to. If you're worried about your grammar skills, consider using Grammarly to help.

How much to correspond

When someone doesn't reply:

- Wait a week and then send a follow-up message.
- Once you have sent two messages without a reply, stop sending messages.

When to use email, phone, or LinkedIn

- **Email:** If you have someone's email, use it to correspond with them. This is always the most appropriate method, unless they have specifically directed you to do otherwise.
- **LinkedIn:** If you don't have someone's direct email, you can message them on LinkedIn. If at some point they give you their email address, switch over to email correspondence.
- **Phone:** It is never appropriate to call someone on the phone unless you have specifically set up a time for a phone call with them. If you met a recruiter on LinkedIn and had a scheduled call with them, follow-up after the call on LinkedIn.
- **In person:** It is never appropriate to show up unannounced in person to meet with someone or to "drop by" an office. Only meet someone in person when previously arranged and scheduled as an appointment.