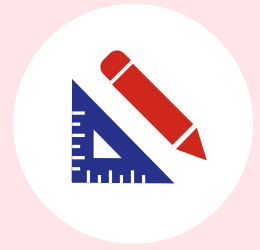


Networking Essentials Checklist



Networking Essentials

There are endless options to grow and maintain a robust professional networking system. Using social networking sites along with professional networking sites will allow you to achieve this and ultimately aid in your pursuit of finding your next great opportunity. Explore the various options for networking in today's connected world. Choose what works best to be successful in your specific networking goals.

1. Social and Professional Networking Sites

During the initial phase of a job search, it's imperative to engage the full power of your personal and professional network. Both professional networking sites and social media platforms allow you to post your profile and should be utilized in a comprehensive job search. Each site offers different options for growing your network, but all require time and effort on your part to nurture relationships.

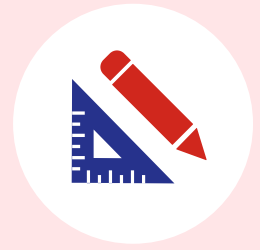
- ☐ Identify networking sites to leverage like LinkedIn®, Facebook®, and X (formerly Twitter®).
- ☐ There are niche networking sites for certain industries/professions like Kaggle® for data scientists and Stack Overflow® for technical professionals.
- ☐ Create or update your profile.
- ☐ Look at other profiles and compare them to yours.
- ☐ Add as much information about your background as the site will allow (LinkedIn allows for more information to be included in your profile, while other sites like Facebook and X/Twitter allow for fewer details.)
- ☐ Consider including a professional profile picture for all sites.
- ☐ Include detailed contact information such as email address, mobile number, social media handles, etc.
- ☐ Add keywords, title variations, credentials, and searchable terms.

2. Who Do You Know?

Expanding your career network is another fundamental step in a targeted job search. You may already have an active network of friends, associates and colleagues to connect with - these contacts are critical right now.

- ☐ Look through your existing connections on LinkedIn, Facebook, X/Twitter and other niche sites and reach out to people that you know.
- ☐ Review the connections of your connections and look for past teammates and peers to re-connect with.
- ☐ Locate relevant professional/industry organizations and connect.
- ☐ Include corporate and educational alumni groups on LinkedIn and Facebook.
- ☐ Include special or local interest groups such as fraternities, sororities, veteran groups, religious and/or cultural groups and reach out as appropriate.
- ☐ Provide various options to allow people to reach you directly.

Networking Essentials Checklist



3. Personal Value Proposition

Marketing is critical in a thorough job-search, you need to be prepared to sell yourself as the best candidate for a job. Can you describe who you are, the position you're looking for and why you're exactly the right candidate in a brief statement?

- ☐ Create a personal sales pitch.
- ☐ Practice delivering your personal sales pitch.

4. Do the Research

As a jobseeker, it's extremely helpful to be knowledgeable about your targets. This can help you be better prepared during all interactions and position you as an interested candidate.

- ☐ Learn about the organizations you are applying to:
 - Doing your homework is crucial. Who are you connecting with? What's the company background?
 - Research positions you are interested in and identify leaders in your area of expertise.
- ☐ Research who you are connecting with and talking to throughout your job search:
 - Look-up connections on networking sites.
 - Learn about their background and identify any commonalities.
- ☐ Provide value:
 - What do you offer to an organization?
 - What can you offer to your networking contacts?
- ☐ Follow-up:
 - After a meeting/connection is made, identify next steps.
 - Stay in contact with your connections.

Ask for referrals to other individuals or additional opportunities.

5. Expand your Reach

- ☐ Local networking opportunities:
 - Look-up relevant groups on sites like Meetup.com
 - Connect with local rotary groups, chamber of commerce offices, other local business groups, etc.
- ☐ Research non-industry related volunteer opportunities such as local blood drives, food pantry, meals on wheels, etc.
- ☐ Participate in industry or skill-specific volunteer opportunities, tax prep for senior citizens, reading programs, boys and girls clubs, etc.
- ☐ Consider speaking opportunities at industry events.
- ☐ Find opportunities for writing or contributing to thought leadership articles, blogs, local business journals, etc.