Networking: The Art of Making Your Contacts Count!

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Job Search Statistics

- 80 percent of jobs are not posted online

- More than half of candidates are eliminated from the online job search by applicant tracking systems

- Only about five applicants actually earn an interview from hundreds of applications

- Referrals account for around a third of all external hires
Ways Positions are Found!

• 35% - friend, relative or other associate

• 30% - contacted employer directly

• 14% - answered a job classified advertisement

• 8% - utilized campus career center

Information from www.Resumemagic.com
According to a Jobvite Survey

4 in 10 job seekers have found their “favorite or best” job through personal connections.

Other Top Sources:

- **ONLINE SOCIAL NETWORK** 21%
- **ONLINE JOB BOARD** 20%
- **CLASSIFIED AD** 19%
- **RECRUITER** 10%
- **CAREER FAIR** 7%
- **COLLEGE OR UNIVERSITY CONNECTIONS** 7%

*Category includes Facebook (10%), LinkedIn (6%) and Twitter (5%). Respondents were allowed to select multiple responses.

This is in line with recruiter preferences: recruiters rate referrals as the highest-quality source of hires.

Percentage of recruiters who rate candidates from the following sources as “highest quality”:

- **Referrals**: 64%
- **Social networks**: 59%
- **Corporate career site**: 59%
Bureau of Labor Statistics: 80% of all jobs are secured via networking

OLD Adage: “It is not WHAT you know, BUT who you know”

It’s not who you know, but who you GET to KNOW
A NEW PERSPECTIVE

Resistance is Normal

Networking is not only for Extroverts

It can be planned… and happens when you least expect it to

Networking is not about only selling yourself, it’s about learning and getting more information

Think of it as purposeful communication that eventually links your special skills and talents to those who need it
What is Your Communication Style?
Do you have a preference for Introversion or Extraversion?

Knowing how YOU communicate helps you effectively approach others
Tips for introverts

Where are you LEAST comfortable networking? Choose ONE.
In-Person Networking

• Use an excel sheet to track your connections

• Talk to the obvious people such as your family, former co-workers, faculty, advisors as well as people you wouldn't normally include in your job search (your doctor, dentist, clergy, hairdresser)

• Attend job fairs and other industry specific networking events

• Professional associations often have student chapters and membership rates. Association meetings are a great way to make contacts
In-Person Networking Continued…

• Get involved and explore your interests. Networking can be done at events associated with your personal interests, organized by social groups or religious institutions

• Always be aware of how you act and what you say, both online and in person. You never know when there is a potential contact right in front of you

• Prepare your one-minute elevator pitch and if a conversation lends itself, speak up and let people know that you are in the job market

• Follow up and don't let fear stop you from reaching out. Instead of thinking, “I don't want to impose on others.”, think, “Every contact I make brings me closer to my job.”
Going UP?

Elevator pitch

Step 1: Remember that they are human, and take a deep breath

Step 2: Be prepared but not rehearsed

Step 3: Provide your name, experience, and what YOU bring to the table

Step 4: Be ready to respond
An AGENDA? Yes, Your Agenda!

Write down, before the event:

1) What can you GIVE?
   • List tips, resources, opportunities

2) What do you hope to GET?
   • List desired results, info you need, types of contacts seeking

3) Seek to GIVE first: what’s their Agenda?
   • List how you will be most beneficial to them
Would You Remember This Person?

“Hey, how’s it going? Can you tell me a little about your company? I really need to find a job as soon as possible. Oh… hold on, I just got a TM. Are you guys hiring x majors?”
“Hi Ms. Smith, umm how are you today? I am a motivated, team player skilled in problem resolution and umm highly interested in any opening in your company. Can I set up an interview time with you?”
“Hi Ms. Smith, It is very nice to meet you. My name is Kerri Jones and I have been following your company over the past couple of months. I am very excited about the new advocacy and social justice newsletter that was just posted on your website. That has recently become one of my areas of interest and passion. I would love for an opportunity to meet with you and to get advice on how to break into this field. When is a convenient time for you?”
Online Networking

Recent surveys confirm that the majority of employers are extremely likely to look at social networking sites to screen candidates, and many will reconsider a candidate based on what they viewed in a social profile. Facebook, LinkedIn, and Twitter are the top three sites candidates are using to find opportunities.

Remember, as important as social media is, online methods should supplement, not replace, in-person networking techniques.
Online Networking Continued

• Join Facebook, Twitter and LinkedIn pages for your alma mater, professional societies, associations or industry specific listservs

• Share helpful articles, blog posts, YouTube videos, and links as a great way of showing support

• Locate KSU alumni on LinkedIn
Sample script for networking

(Subject line: Use concise and informative language and consider using your kent.edu email address to maintain a high level of professionalism.)

Dear Ms. Jones,

I am a junior at Kent State University majoring in psychology and was given your name by Professor Smith as someone who could provide me with some career guidance. I have been considering a career in research and am intrigued by your study results. I have read many of your articles in Psychology Today and find your field of research fascinating. I would appreciate the opportunity to speak with you to learn more about how you entered the field of research as well as gain some insight into the profession. Additionally, I am considering an internship this summer and would be grateful for any advice and/or leads that you could provide.

I am hopeful that you might have a half an hour to speak with me either in person or on the phone about your career and background. I will call you within the next three days to arrange a meeting or a time for a phone conversation.

Thank you in advance for your help.

Sincerely,

Kent Student  (Use full name and appropriate contact information.)
Using the Alumni tool on LinkedIn

### Career insights of 134,351 alumni

<table>
<thead>
<tr>
<th>Where they live</th>
<th>Where they work</th>
<th>What they do</th>
</tr>
</thead>
<tbody>
<tr>
<td>128,833 · United States</td>
<td>3,775 · Kent State University</td>
<td>16,162 · Education</td>
</tr>
<tr>
<td>57,158 · Cleveland/Akron, Ohio Area</td>
<td>1,133 · Cleveland Clinic</td>
<td>13,472 · Sales</td>
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<td>8,204 · Canton, Ohio Area</td>
<td>546 · University Hospitals</td>
<td>12,059 · Operations</td>
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<td>6,797 · Columbus, Ohio Area</td>
<td>497 · Progressive Insurance</td>
<td>11,230 · Business Development</td>
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<tr>
<td>5,549 · Youngstown, Ohio Area</td>
<td>343 · PNC</td>
<td>8,995 · Entrepreneurship</td>
</tr>
</tbody>
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Start year: 1900 to 2017
Recap:
Networking allows you to:

- Tap into the hidden job market (side door approach)
- Have an edge on the competition due to the relationship you have established
- To be informed
- Gain visibility for future opportunities
- Gain referrals (recommendations by people industry trusts)
  - *Good people know other good people. Therefore, it’s easier and safer to recruit an employee who, by word-of-mouth, has been recommended as a good fit.*
- Strong networking = shorter job search
If you want to go fast, go alone. If you want to go far, go with others.

African Proverb
Thank You.
www.kent.edu/career