

MACAULAY HONORS COLLEGE
CAREER DEVELOPMENT OFFICE

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THE ULTIMATE GUIDE TO NETWORKING

CAREER
DEVELOPMENT | 



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WHAT IS NETWORKING?

OVERVIEW

Networking refers to the exchange of knowledge and ideas among individuals with common professional goals and interests. It is the process of forming meaningful connections for the purpose of gathering advice and mentorship when it comes to career prospects, opportunities, and professional development. It can happen spontaneously in everyday life at gatherings or more formally at conferences, career fairs, and at other professionally geared events.

WHY NETWORK?

Career success is not only about “what you know” but “who you know.”

Today, networking is critical for finding/securing jobs and professional opportunities. Many call this the “hidden job market” as oftentimes, openings aren’t even advertised and are instead offered to mutual and trusted connections.

Networking relationships are mutually beneficial and ongoing! Through networking, you can get more connected in your field or industry of interest and keep up to date with others’ unique paths and career trajectories. Additionally, you and your connections will be able to help one another progress and succeed!

WHO SHOULD I NETWORK WITH?

Great people to network with include family friends, [coworkers](#), professors, classmates, former employers, and alumni from your college. Especially when you are just starting out, it is critical to take advantage of your existing networks!

Brianne Donnelly, Assistant Director of Alumni Relations and Development, is a great resource for helping connect undergrads with alumni! She can be reached at brianne.donnelly@mhc.cuny.edu.

Even just those in your immediate contacts may know someone who can be beneficial for you to meet. Never underestimate the power of a mutual connection!



HOW TO APPROACH NETWORKING EVENTS

TYPES OF NETWORKING EVENTS

Any gathering or event you go to can be a networking opportunity, but here are some specific examples of different types of networking events:

- Career Fairs
- Conferences
- Macaulay Career Development – Industry Talks
- Macaulay Career Development – Professional Lunch Series
- Macaulay Career Development – Discovery Learning
- Alumni Programs
- Club Meetings
- Meetups

WHERE CAN I FIND THEM?

[Student professional organizations](#) are a great way to get involved within your field of interest and network with others. Check out [this comprehensive list](#) from [JobStars](#) of Professional Associations and Organizations to join as well! You can also find networking events on online networking sites such as [Meetup](#) and [Eventbrite](#). These sites have filters and search functions to help you easily find events relevant to your interests. Social media is another great option for networking. Joining LinkedIn and Facebook groups for example are ways you can engage directly with professionals in your industry and participate in events. Check out this [great article](#) from [Muse](#) on how to get the most out of LinkedIn groups!

HOW DO I PREPARE FOR A NETWORKING EVENT?

TIP 1: PERFECTING YOUR ELEVATOR PITCH

An elevator pitch is a brief summary about who you are, your experiences, and your goals. It is a quick way to share your credentials and background when introducing yourself to new connections. It can be used as a self-introduction at job fairs, professional networking events, job interviews, and more! Elevator pitches are typically 30 - 60 seconds long, but should be compelling enough to spark a connection's interest in what you do. Check out this [blog post](#) from our [Macaulay Career Development Blog](#) about perfecting your elevator pitch.

Before the event, be sure to practice introducing yourself in this way. The more you work on this skill, the easier it will become to approach people. It will also help you adjust to the pacing of this pitch. Make sure not to sound robotic, but instead conversational and natural when delivering it!

[Sample Elevator Pitches](#) adapted from [The Balance Careers](#):

- I recently graduated from college with a degree in communications. I worked on the college newspaper as a reporter, and eventually, as the editor of the arts section. I'm looking for a job that will put my skills as a journalist to work.
- I have a decade's worth of experience in accounting, working primarily with small and midsize firms. If your company is ever in need of an extra set of hands, I'd be thrilled to consult.
- I create illustrations for websites and brands. My passion is coming up with creative ways to express a message, and drawing illustrations that people share on social media.

TIP 2: PREPARE A METHOD OF CONTACT

Before a networking event, remember to prepare some method of exchanging contact information towards the end of your conversation with a new connection. For example, you could bring a set of business cards to share or your resume if the event is a job fair or a similar professional networking event. Sharing social media information such as your LinkedIn profile works as well!



TIP 3: DO YOUR RESEARCH!

Try to learn as much as you can about the industry, career field, or company relevant to the event you are attending. This will allow you to identify any potential questions you might have as well, making it even easier to have thoughtful and informative conversations with new connections.

AT THE EVENT

FIRST IMPRESSIONS

First impressions are key at networking events. You have to look the part! Attire is dependent on the event so be sure to do your research on this before attending. Check out [this helpful article](#) from [Virtual Speech](#) for more information about dress code and appropriate attire for various types of networking events. The article also includes helpful tips on how to stand out when you arrive! For tips on spicing up your professional attire, check out [this great post](#) from our [Macaulay Career Development Blog!](#)

APPROACHING A POTENTIAL CONNECTION

Approaching a potential connection can be an intimidating experience. It can be helpful to come prepared with a couple icebreakers or conversation starters to use depending on who you are speaking with.

[Some Ideas To Help Get You Started](#) adapted from [Medium](#)

Lead with the event: Use the event, the group, or the online webinar as your conversation starter. Bring up your favorite point from the lecture or your most interesting take away from the talks. This provides a bit of common ground to work with.

Lead with a personal connection: If you and the person you're talking to share an acquaintance or friend (LinkedIn is great for determining this), feel free to use this person as a plug to start a conversation. "You know so-and-so, right?"

Lead with a conversation starter: Although small talk is often seen as one element of the nightmare networking scenario mentioned above, sometimes small talk really is the best way to start a dialogue with



someone if no other connection exists. Just try to find something better than the weather to discuss!

Additional Articles to Check Out

[10 Memorable and Professional Conversation Starters](#) from [Inc](#)

[30 Networking Conversation Starters](#) from [Muse](#)

NETWORKING EVENT SPOTLIGHT: CAREER FAIRS

Career fairs are one of the best ways to meet recruiters and explore new opportunities! Our [Macaulay Career Development Blog](#) has great posts on [what you'll get out of attending these events](#) and [what to do afterwards!](#)

MAINTAINING CONNECTIONS

EFFECTIVELY FOLLOWING UP AFTER AN EVENT

Meeting new connections at a networking event is just half the battle. Following up with those you meet after an event is imperative for maintaining the relationship. It is best to do so within 24 hours. Check out [this fantastic article](#) from [The Balance Careers](#) on tips on following up with new contacts after a networking event!

FOLLOW-UP EMAIL TEMPLATES ADAPTED FROM MUSE

TEMPLATE #1: The Person You Met at a Networking Event

Most conversations you have at events are pretty quick, which means when you write to someone you met, it can feel like you're contacting a stranger. To find something to talk about, go to the person's LinkedIn profile (and connect if you haven't already!) and look at what he or she's accomplished recently.

Not only will this give you a topic, but it'll also give you an excuse to meet up again.

Hi [contact's name],

It was great to meet you at [name of event] on [date]. I had a great time chatting with you about [something you talked about]. On your LinkedIn profile, it says you're currently working on [responsibility in current job/organization or side project]—and [reason why it relates to you]. free to grab coffee to talk more about your career journey in the next week or two!

Best,

[Your name]

TEMPLATE #2: The Person Who's More Senior Than You

This template can be used with any casual acquaintance who ranks above you, whether she's a senior executive at your company, a panelist you briefly spoke with, or even someone to whom you expressed your admiration. If you can, include an invite to get coffee or lunch.

Dear [contact's name],

It's been a pleasure [following your career/hearing you speak at X events/reading your work/keeping up with what you're doing]. In particular, I was impressed with [a piece of work you're particularly interested in]. If you have time, I'd love to take you to coffee and learn more about [something you're interested in].

Thanks so much,

[Your name]

TEMPLATE #3: The Person Who's a Friend of a Friend

It can be tricky to form a professional relationship with someone you met in a casual setting, like at a bar, restaurant, or party. But if you meet someone and think he or she could be beneficial to your career (and vice versa), you should absolutely reach out. Just be a little more formal than if you were addressing a friend.

Hi [contact's name],

It was nice to meet you at [the occasion where you met]. I'm really interested in learning more about your role as [job title], as [reason why you're interested]. If you have time in the coming weeks, I'd love to take you to coffee and hear more about [something you'd like to ask about].

Thanks,

[Your name]

TEMPLATE #4: The Former Colleague

It's definitely a good idea to stay in touch with your old co-workers. They're fantastic people to contact when you're ready to look for a new job—and on a very related note, they're also wonderful references. Plus, they can introduce you to other professionals, keep you up-to-date on industry news and trends, and give you objective feedback when you're facing challenges in your current role.

If your colleague just got a promotion or switched jobs, you should absolutely use that as your reason for reaching out. But if he hasn't, then find an article he'd be interested in and use that.

Hey [contact's name],

How are you doing? I hope life at [company] is treating you well! I just saw this article about [something that's related to his or her job, hobby, or side hustle], and thought you might enjoy it. Would love to catch up soon!

Cheers,

[Your name]

TEMPLATE #5: The Person You've Never Met in Real Life

We all have contacts in our professional networks we only know virtually—but feel like we must have met because the (Twitter) conversation always flows. To keep up with them, we can't rely on what we learn during office happy hours or run-ins at local events, but we can use social media.

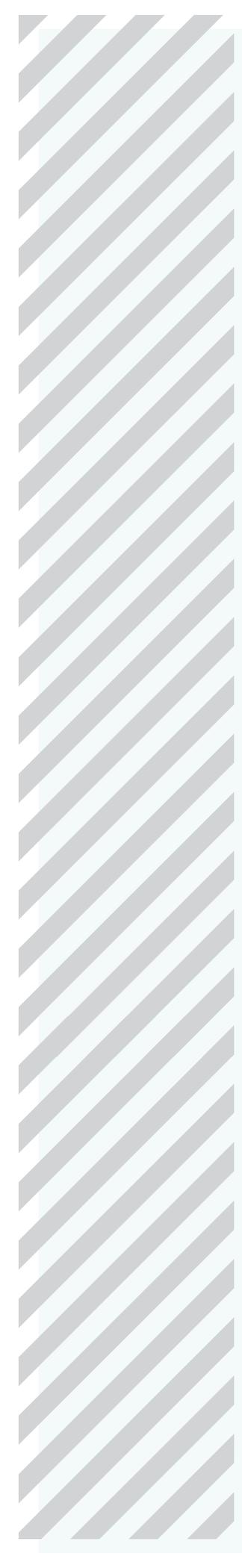
Browse through the person's LinkedIn profile to get a good grip on what she's involved with or interested in, then find someone in your network she might enjoy talking to. You can simultaneously stay fresh in her mind while adding value to her career—in other words, it's perfect networking.

Hi [contact's name],

How's your week going? I wanted to reach out because I thought of someone you might be interested in meeting: [contact name], who works as a [job title] at [company]. He/she could be a good person to talk to because [reason why they should connect]. Let me know if you're interested, and I'll set up an intro!

Best,

[Your name]

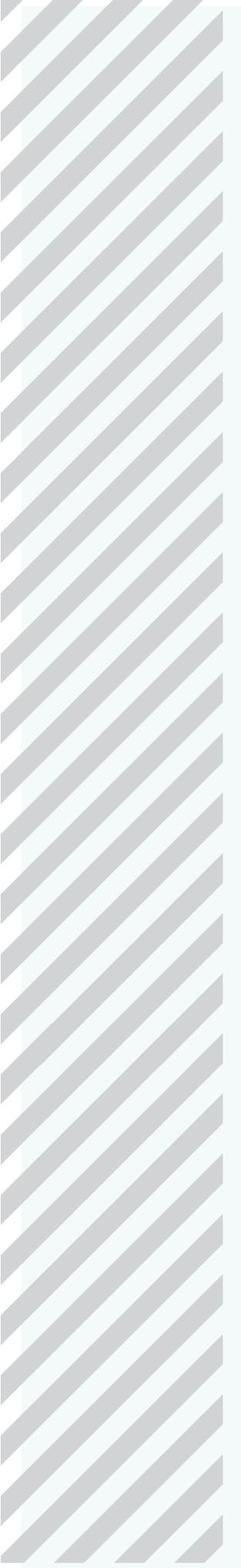


BUILDING DEEPER CONNECTIONS

If you are not actively working on building deeper relationships with your network, your connections can easily fizzle out over time. Check out [this insightful article](#) from [First Round](#) about the Dos and Don'ts of deepening connections with your network!

[Tips For Keeping In Touch](#) adapted from [Mac's List](#)

- Request a catch-up meeting occasionally just to check in. Obviously, the frequency and timing will depend on the nature of the relationship.
- Be genuinely interested in getting to know people – and not just about careers. Ask about their interests and projects outside their job. Find common ground you share but you should also be willing to connect with people whose experiences are diverse from yours – it will organically grow your circle of contacts to people you might not otherwise meet.
- Consider their needs and add value before asking for favors. No one likes to feel like they're being used. Invest in the relationship before you try to draw from the account. Do your research about what the people in your network are doing and what they need. It could be as simple as forwarding an article or offering to make an introduction. Or it could involve more of your time and resources like pitching in to help them with a project they're working on.
- When you do request assistance, ask for insights or an introduction, not a job. Most people like to help if they can, but it can be awkward or uncomfortable to be put on the spot and asked for a job interview. Do reach out to a contact for thoughts about their company or where they see the industry going or their personal experiences.
- If your contact helps you in some way, let them know! Send an email or handwritten note to show your gratitude for their assistance. People like to know if they've been helpful.
- Know when to let go. Don't keep pestering your contacts if you don't hear back. People are busy, so definitely follow up once or twice more. But if you've made several attempts to get in touch and haven't gotten a response, your contact may not have the time or interest in developing a further relationship. That's okay. There are plenty of other people who will be willing to connect.



Keep in mind that networking is NOT purely a numbers game! The quality of your connections is just as important, if not more, than the quantity. Oftentimes, it is much more helpful to have 5 meaningful connections than 50 acquaintances you barely know and who barely know you! Taking the time to build deeper connections will prove to be very beneficial in the long-run.

INFORMATIONAL INTERVIEWS

OVERVIEW

An informational interview is an opportunity for you to ask an industry professional questions about a particular career path, field, or company. This conversation usually lasts around 20 to 30 minutes. The main purpose should be obtaining useful information and advice, **not requesting a job or internship!** It can be conducted face-to-face, via the phone, or over video chat. Our [Macaulay Career Development Blog](#) has [a great post](#) on this!

HOW DO I REACH OUT?

THE NETWORKING EMAIL

Use this as an opportunity to introduce yourself, your goals and interests which are relevant to this connection, including the motivation behind your email.

THINK: What would you like to learn more about? Why exactly would you like to connect?

[Networking Outreach Email Worksheet](#) adapted from [Hamilton College](#)

Answering the following questions will help you think of the content before focusing on the particular words and sentences. All of this information may not be relevant enough to include in your email; use your best judgment. The questions are grouped to give you a general sense of the order:

Beginning of the email

How will you introduce yourself in a way that interests the reader? What is the connection?

What context could you give them to explain what prompted you to reach out?

Middle

Why are you interested in this field? What experiences have you had that have led to an interest in this field/organization?

Why are you writing to this particular person? How did you get his/her name (if relevant)? What interests you about their field?

End

What do you want to happen as an immediate result of writing to this person? (an informational meeting in their office, over the phone/ Skype, etc.). You should suggest a range of dates and times that you are available.

Be sure to check out the [full worksheet](#) for sample responses to these questions to help guide you when developing your own networking outreach email!

Additional Tips

- When reaching out to request an interview, do so at least 2 weeks in advance of the desired interview date.
- It is also important to be flexible with your contact when scheduling a time. After all, they are blocking time out of their busy schedules to meet with you!
- Be very specific about your availability to meet. Give dates and times within business hours.
- Attach your resume to the email as well!

PREPARATION BEFORE THE INTERVIEW

You will be the one conducting the interview here so it is critical that you are prepared and professional.

TO DO:

- Do some research on the contact, including their job title, company, and career field. Get at least a brief sense of what they do.
- Prepare a brief introduction of yourself and your career goals.
- Choose your questions wisely as you want to make the most out of the limited time you spend with your connection! You can choose to focus on your contact's specific job or company, the industry in general, job search advice, or some combination of these.

Appropriate Questions to Ask:

- How did you get into this career field? Why did you choose to pursue this type of work?

- 
- What do you like most/least about what you do?
 - Can you please walk me through a typical day at your job? What are your responsibilities?
 - What is the typical background of someone in your position? What do employers look for?
 - What current trends or issues are there in your field?
 - What advice would you give to someone wanting to explore this particular field?

For Even More Questions:

- [Questions To Ask During An Informational Interview](#) from [UC Berkeley](#)
- [Informational Interviews](#) from [CareerOneStop](#)

AT THE INTERVIEW

A MINI CHECKLIST

- Dress professionally. The dress code for your particular industry is the safest guideline to [follow here](#).
- Introduce yourself and reiterate your goals for the meeting.
- Use your prepared questions as a guide, but let the conversation flow organically.
- Be sure to take notes!

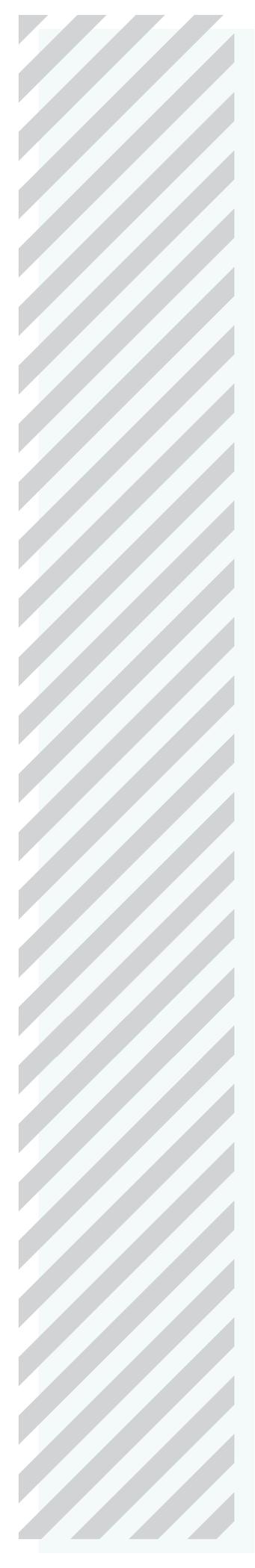
AFTER THE INTERVIEW

Be sure to send a thank you note or email within 1-2 days following the interview.

TIPS FOR WRITING THANK YOU EMAILS

- Thank your contact for taking the time to meet with you.
- Be sure to reference something specific to the conversation you had with them to personalize it and remind them of what you spoke about.
- Let them know some next steps you will be taking based on their advice.

For additional tips on writing thank you notes, check out [this blog post](#) from our [Macaulay Career Development Blog!](#)



VIRTUAL NETWORKING

Virtual networking is just as important as in-person networking. This section will focus on the etiquette and level of professionalism involved in cold emails and social media interactions with potential connections.

GENERAL POINTS TO KEEP IN MIND

- Never ask directly for a job/internship.
- Reaching out is about connecting with your industry community, asking for advice, and learning more about your field.
- Keep your emails and messages concise, friendly, and personal.

COLD EMAILING

Cold emailing someone you admire to grow your network can be intimidating and discouraging, especially because these messages can easily be overlooked in email inboxes.

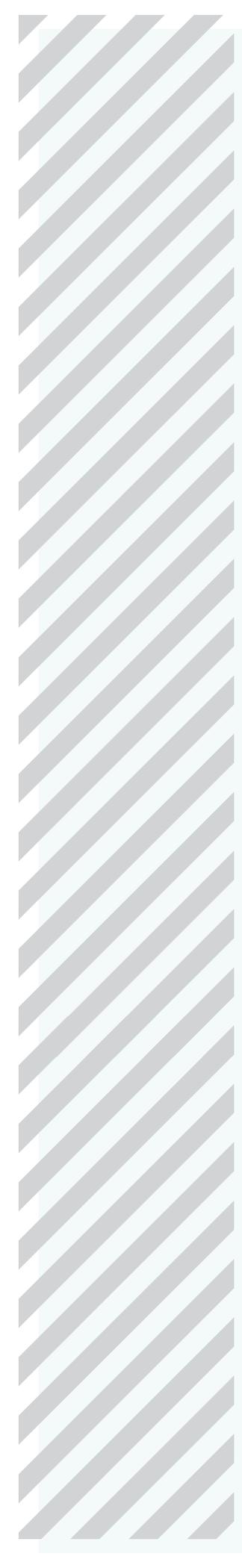
[How to Craft a Cold Networking Email That Gets Results](#) adapted from [Ivy Exec](#)

IDENTIFY THE RIGHT PEOPLE

You don't want to blanket your message all over town without any rhyme or reason—that's just spam. Instead, you want to be intentional about who you reach out to. LinkedIn is your best resource for finding new potential contacts. You can search by organization, location, title and more. Who you connect with will depend on your goals. Perhaps you want to connect with someone in a company where you're considering submitting an application. Or maybe you want to meet someone who is more experienced in your field, or someone who works in a field you're considering transitioning to.

KEEP IT SHORT

When crafting your cold networking email, keep it short. No one wants to read pages and pages of introductory text. In fact, they won't read it. They'll delete it. If you want your message read, it has to be concise and to-the-point. If you spend more than two sentences explaining who you are and why you're contacting them, you've already lost their attention.



ASK FOR WHAT YOU WANT

Don't beat around the bush regarding your goal. If you want to have a meeting with this person, ask for it. However, remember that people are busy. It's probably best to first request a very brief (15 minute) phone call instead. Just be specific; don't be wishy-washy about it. Offer to work around their schedule to make it as convenient as possible.

WHAT'S IN IT FOR THEM?

Why would this person want to meet with you? What will entice them to stop what they're doing and spend 15 minutes (or even an hour) getting to know you, a virtual stranger? Spell it out for them. If they can't see the value of making a connection with you, they will very likely ignore your message. It's nothing personal; they're just prioritizing, and you're not a priority.

Explain what you hope to accomplish in the meeting (or phone call) and that you're eager to learn more about them/their business and how you can help them meet their goals. This shows that you're interested in it being a two-way discussion, and that it should be mutually beneficial.

DON'T BE SALESY

Finally, remember that this is an invitation to connect with a person, it is not a sales letter. Don't try to jazz it up with "powerful" questions or intense lingo.

These messages are easy to ignore because they're not personal and they're totally off-putting.

The goal of a cold networking email is to start a relationship. The best way to do that is by being authentic and intentional in your outreach. Find the right people and approach them with an honest, simple request that is valuable for you both. You'll be surprised at how many people take you up on your offer.

Check out the [full article](#) for specific examples of each of these points!

SOCIAL MEDIA INTERACTIONS

Your social media presence, particularly on LinkedIn, can be very beneficial for networking with potential contacts.

GENERAL TIPS:

- Get to know the LinkedIn platform so you can make the most out of this valuable resource. Our [Macaulay Career Development Blog](#) has a [great post](#) on becoming a LinkedIn expert!
- Have a professional headshot on your profile. Check out [this helpful post](#) from our [Macaulay Career Development Blog](#) about the importance of this and how to make the best first impression when people view your profile!
- Having a clear bio or summary about who you are is helpful for new connections.
- All requests should be sent privately through direct or private message NOT in a public tweet or on someone's Facebook wall!
- Take the time to do some research on your connection before connecting with them.
- Always be specific and genuine in your message.

WHEN COLD MESSAGING/REACHING OUT:

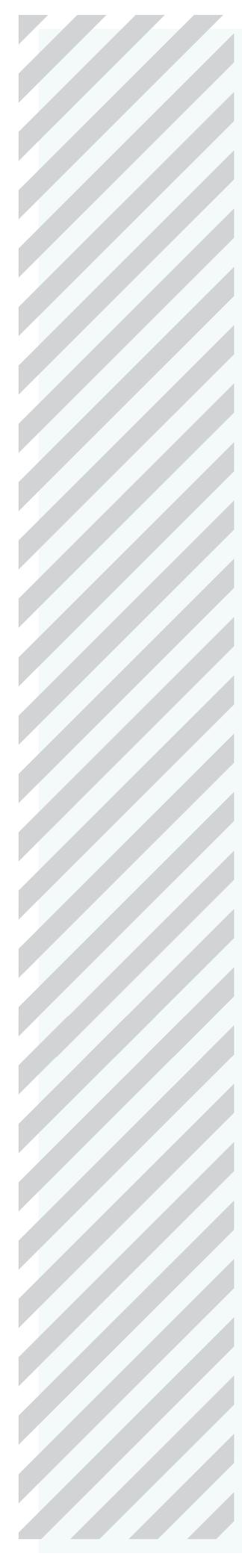
So, how do you reach out to someone you admire or find very interesting?

[How to Write LinkedIn Messages That Actually Get Read](#) adapted from [Muse](#)

Step 1: Start with a Specific Title

Before you write the message, ask yourself: How do I know this person, and why am I reaching out to him or her? Is this someone you know and need advice from? Someone you share a contact with and want to know more about? A stranger with whom you're hoping to connect for the first time?

Use that information, then, to craft as specific a subject line as possible: "Following Up from Last Night's Event" is more likely to be read than "Following Up." "Fellow Teacher Interested in Urban Education Reform" is better than "Loved Your Speech."



Step 2: Introduce Yourself

When you see someone you don't know well but are hoping to speak with, you usually give him or her a one sentence background: "I'm Sara—we met at the 10th anniversary event" or "I'm Sara, and I loved your latest blog on climate change."

Don't skip this step on LinkedIn! You should never assume your contact will just click on over to your profile to learn about you or see how you're connected—be proactive (and respectful of the other person's time) and write a quick intro.

Whether you use this sentence to include your mutual contact, where you've met, or your shared background, tailoring your intro for the specific contact shows that you're serious about connecting with him or her.

Step 3: Get to Why You're Writing—and Fast

Keep this in mind as you craft your second paragraph, the meat of your message. Quickly dive in to why you're writing—and "just to be connected" doesn't count. Why do you want to be connected? Do you love this person's updates or products? Do you want to book him to speak at an event or invite her to guest post on your site? Do you want to ask this person questions about her company or background?

Let that topic sentence guide a paragraph (only one!) where you get into a few details: e.g., "I'm reaching out because I need advice. I'm in the midst of _____ and have some questions about _____."

An important note, though: Make sure your ask is commensurate with your relationship. There's a big difference between asking someone you don't know if she'd be willing to spend 10 minutes on the phone with you talking about the interview process at her company and asking her to put in a good word for you with the CEO.

Step 4: Wrap it Up and Say Thank You

The last two lines of the message are your closing moment—something like, "I look forward to hearing from you" at the end of the interview. You want to be gracious, but also make sure it's clear what you're asking for.

Try this: "All this to say, might you have time to [provide feedback, write a recommendation, make an introduction, whatever]? I greatly appreciate your time and expertise." Remember, you're asking a favor of

someone you don't know well enough to call or email, so this thank you is critical.

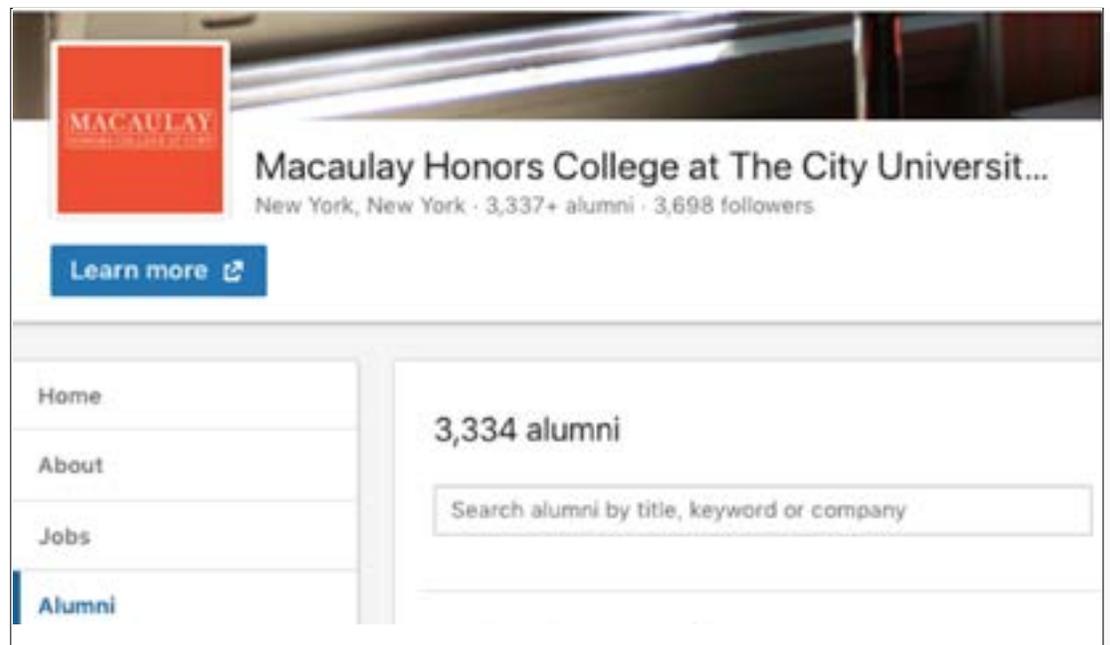
These same strategies work if you're requesting to add someone on LinkedIn—just try and be succinct when composing the message.. It takes just a couple minutes more than sending that automatic message, and it's much more likely to get results.

Be sure to check out the [full article](#) about crafting a LinkedIn message that will be read! [Muse](#) also has [another great article](#) on tips for reaching out to someone you admire on LinkedIn which includes some fantastic sample messages.

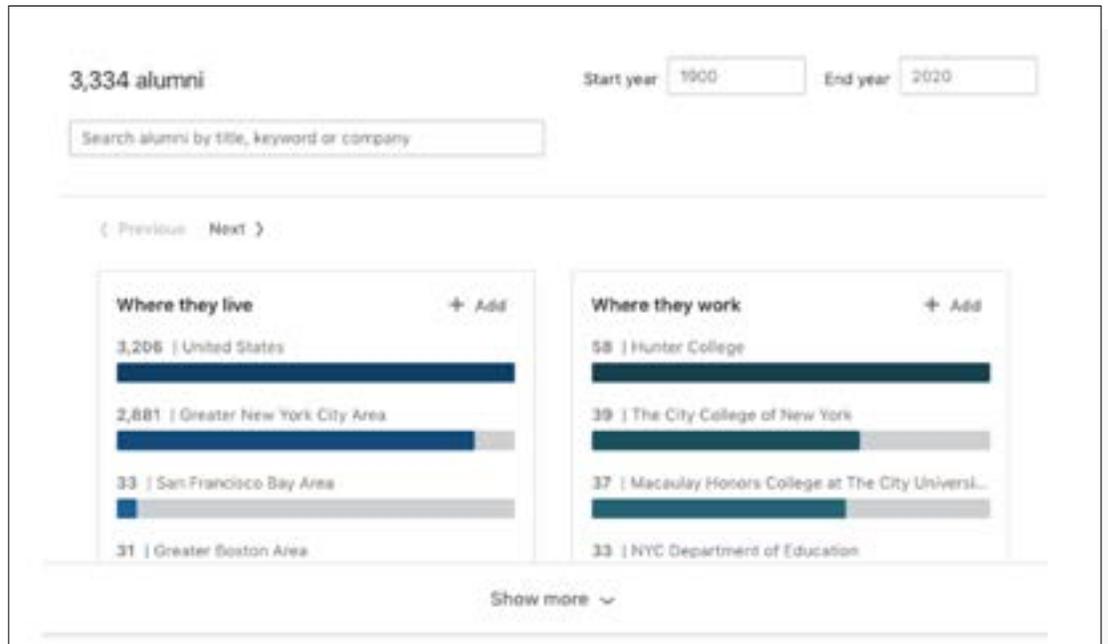
REACHING OUT TO ALUMNI ON LINKEDIN

LinkedIn is a great platform for connecting with alumni. Check out [this great article](#) from [Integrated Talent Strategies](#) on utilizing your alumni network to find a job!

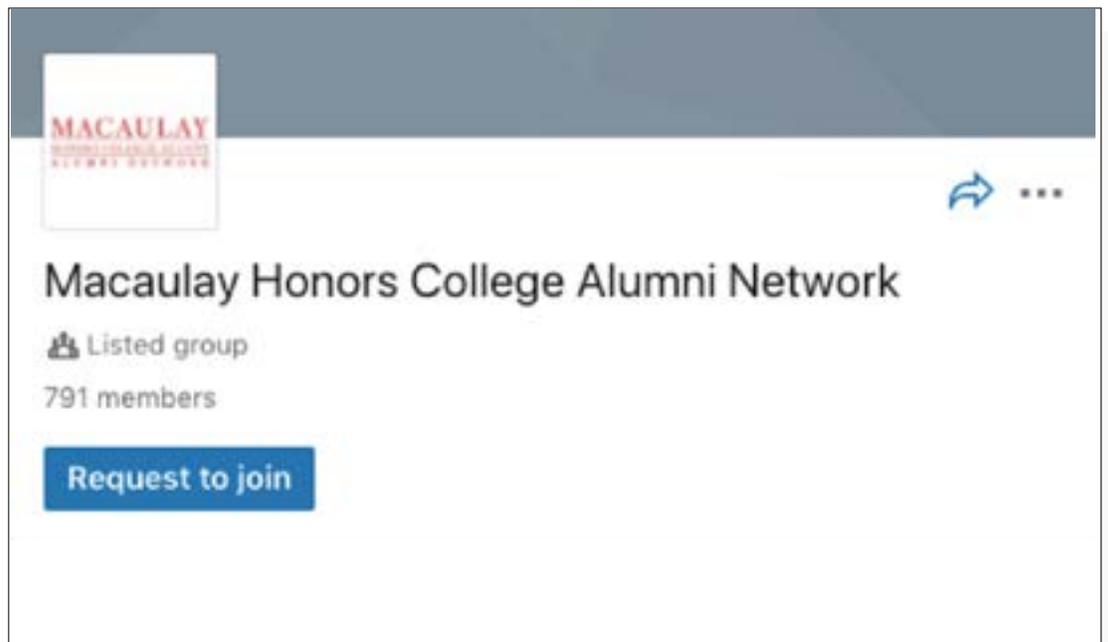
On LinkedIn, you can easily search for your college's page and locate the "Alumni" tab on the left-hand side.



Once you select that section, you are able to filter by start and end year, title, keyword, company, and location! You now have access to an invaluable network of peers and alumni at Macaulay, so be sure to take advantage of this resource.



You can also join the [Macaulay Honors College Alumni Network LinkedIn Group](#). This group is Macaulay Honors College’s official alumni ‘association,’ connecting students to each other and their undergraduate alma mater. As a member of the LinkedIn group, Macaulay alumni have immediate access to other graduates and their professional profiles. The Macaulay Alumni Network Group will regularly update with news of fellow alumni successes and invitations to special alumni-only events hosted by the college.





CAREER MENTORING RELATION TO NETWORKING

With career mentoring, you will gain guidance on next steps in your career while simultaneously connecting with super valuable contacts that can be beneficial in your future internship or job search. Here is a [great article](#) from [The Balance Careers](#) to find tips on navigating the mentor-mentee relationship and the ways it can benefit your career!

RESOURCES TO CHECK OUT

CAREERPATH MENTORS

This is a great way to connect with Macaulay's invaluable network of parents and alumni! If you are interested, just log onto [Macaulay CareerPath](#) and click on the "Mentors" section on the left hand side. To connect with a mentor, click on the icon on the right (with the three dots) under each mentor to "view" their full profile. You will then have an opportunity to connect directly, if you choose, by clicking "interested."

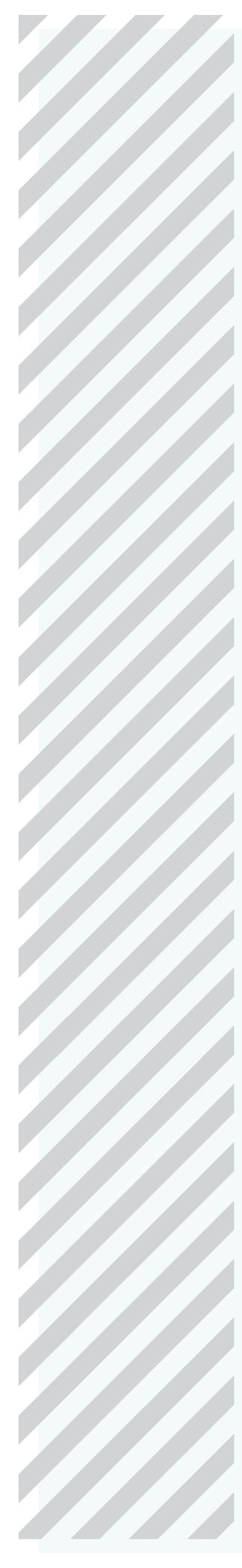
Check out the [Macaulay Mentors Program Mentee Guidebook](#) for an extensive look into the benefits of this program, commitment, how to choose a mentor, prepping for your first meeting, and much more!

BONSAI

Bonsai is a virtual career coaching tool that utilizes 1:1 video chats with their professional network of experts. All pairings are customized based on your own career interests. It is FREE for Macaulay students, and you can sign up [here](#)! Check out [this blog post](#) from our [Macaulay Career Development Blog](#) about this great resource.

BUILT BY GIRLS WAVE PROGRAM

The Built By Girls WAVE program is a free virtual platform for career mentorship specifically designed for girls and non-binary students between the ages of 15 - 22! It is especially great if you are interested in pursuing the tech field. Be sure to check out [their website](#) for FAQs and more information about how their program works.



A MINI GUIDE FOR INTROVERTS

If you are an introvert, highly stimulating and crowded environments can be draining and overwhelming. Working up the courage to approach strangers can prove to be a huge challenge as well. However, don't let this discourage you from working on this crucial career skill! See below for some helpful tips to help you navigate networking as an introvert.

TIP 1: PRACTICE AND REHEARSE!

Practicing and rehearsing possible conversations can help you prepare for your networking interactions. This is especially important for self introductions. After all, the more you practice having these conversations and introducing yourself, the more comfortable you will be participating in them! Refer to the How to Approach Networking Events section of this guidebook for some helpful conversation starters.

TIP 2: FOCUS ON ONLINE NETWORKING FIRST

If large in-person events are challenging for you, don't stress! You can absolutely focus on online networking to get yourself ready for the in-person networking events. Work on building your social media presence and creating a strong LinkedIn profile. Refer to the Virtual Networking section of this guidebook for tips on reaching out to potential connections virtually!

TIP 3: ONE-ON-ONE NETWORKING CAN BE JUST AS BENEFICIAL

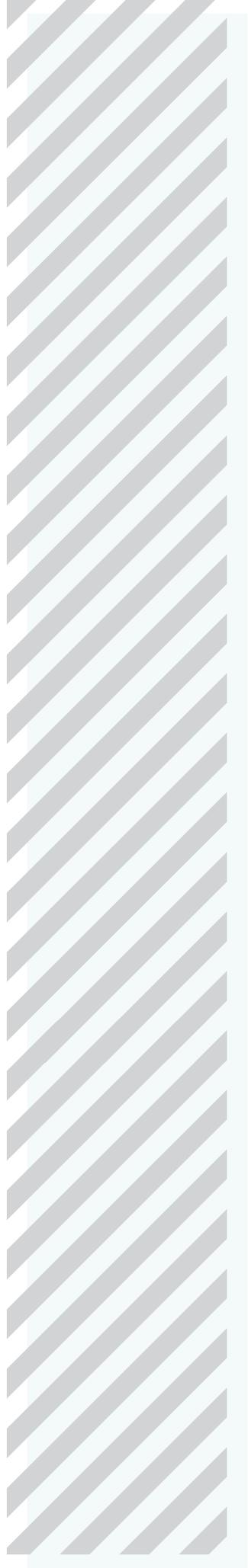
Large gatherings and networking events are not the only way to meet new people. Don't underestimate the power of one-on-one meetups for networking! Use this opportunity to form a deeper connection with a contact. These chats are especially valuable if you are a thoughtful and keen listener.

TIP 4: BRING A FRIEND!

You do not have to face networking events alone! You can always bring a friend or co-worker with you, and it is especially helpful if they are more extraverted and can more easily initiate conversations with strangers at the event.

TIP 5: BE YOURSELF.

No matter what, just be genuine and yourself. You do not have to force yourself to be loud or to attract a lot of attention. You can still be more reserved and quiet while showcasing other valuable qualities about



yourself, such as listening skills and industry knowledge!

For more tips specifically for introverts, check out [this helpful article](#) from [TopResume](#). Our [Macaulay Career Development Blog](#) also has [a great post](#) about how to overcome some fears you might have about networking!



REVIEW OF KEY POINTS

WHY NETWORK? Career success is not only about “what you know” but also “who you know.” Today, networking is critical for finding job openings and opportunities as well for professional growth!

WHO SHOULD I NETWORK WITH? Great people to network with include family friends, coworkers, professors, classmates, former employers, and alumni from your college. [Brienne Donnelly](#), Assistant Director of Alumni Relations and Development, is a great resource for helping connect undergrads with alumni!

WHERE DO I FIND NETWORKING EVENTS? You can find networking events from [student organizations](#), online networking sites like [Meetup](#) and [Eventbrite](#), and on social media ([LinkedIn groups](#) for example)!

HOW DO I PREPARE FOR NETWORKING EVENTS? Prepare a [solid elevator pitch](#), establish the method of contact you will exchange, and do your research!

NETWORKING EVENTS [Dress professionally](#), make a good impression, and come with professional and appropriate [conversation starters](#).

MAINTAINING CONNECTIONS Be sure to always [follow up](#) with new contacts and work on [deepening those connections](#) over time.

INFORMATION INTERVIEWS An [informational interview](#) is an opportunity for you to ask an industry professional questions about a particular career path, field, or company. Send a [networking outreach email](#) and prepare a list of [questions](#) before the meeting!

VIRTUAL NETWORKING Establish a professional social media presence and strengthen your LinkedIn profile! [Cold-emailing](#) and [cold-messaging](#) are useful ways to connect with new and interesting people when done right.

CAREER MENTORING You will gain guidance on next steps in your career while connecting with contacts that can be beneficial in your future job search. [Bonsai](#), [CareerPath Mentors](#), and [Built By Girls WAVE](#) are great resources.

TIPS FOR INTROVERTS Practice and rehearse, focus on online networking, set up one-on-one interactions, bring a friend to larger networking events, and always be yourself! You can find even more tips [here!](#)