



**Network
Online to
Find a Job**

Workshop Objectives

- Networking benefits
- How to network online effectively
- Virtual Job Fair tips



What Is Networking?

To interact with other people to exchange **information** and develop **contacts**, especially to **further one's career.**



Networking is a Skill Set & a Mindset

IT IS

- Sharing resources & advice
- Active listening
- Developing relationships

IT IS NOT

- Asking for a job or a favor
- Using others, But helping others
- What's in it for you right now

Why Network?

80% of jobs are filled through networking,
before being publicly advertised



Imagine you are a manager...

You have a job to fill. You need someone dependable and capable.

Your team is stressed because they're doing extra work.

The last person you hired just quit without explanation after 2 months.

Which would you prefer to hire (if both are equally qualified)?

A. Someone unknown who applies to your Indeed posting

B. Someone your friend knows personally and recommends



Imagine you are a manager...

You advertise for a job on Indeed, and get 300 resumes

What will be your next step?

- A.** Carefully read through all 300 resumes
- B.** Focus on 15 resumes your employees sent from people they know



Networking is a Great Investment

Employers prefer to hire based on referrals (networking)

- ✓ Hiring is a risk, and employee turnover costs a lot of money
- ✓ People want to work with people they know and trust

Networking will help you succeed and grow in your career

- ✓ Share resources, ask advice, get referrals from colleagues
- ✓ Get other perspectives, learn and grow



TED Talk: The 3 Bones of Networking



Isaac Serwanga: Athlete, Author and Founder of Inform & Inspire

<https://www.youtube.com/watch?v=4OTPJZnBP8s>

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The 3 Bones of Networking

WISHBONE What do you want and who can help you attain it?

JAWBONE **Competency** Do your research-know what you're talking about
Humility Learn how to give more than you take

BACKBONE **Persist** Don't give up when you hear "No" or nothing

What does Networking Online Look Like?



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When to start Networking?

The best time to
plant a tree was
20 years ago.
The second best
time is now.

~Chinese Proverb



NOW!

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You Can Network Online

Anywhere, Anytime

- ✓ LinkedIn (make connections, comment, join groups)
- ✓ Use your Social Media: Facebook, Twitter, Instagram
- ✓ Search for online meet-ups (Eventbrite, Google events)
- ✓ Virtual Job Fairs
- ✓ Virtual community gatherings

Who Can I Network With Online?

**Short answer:
Everyone!**



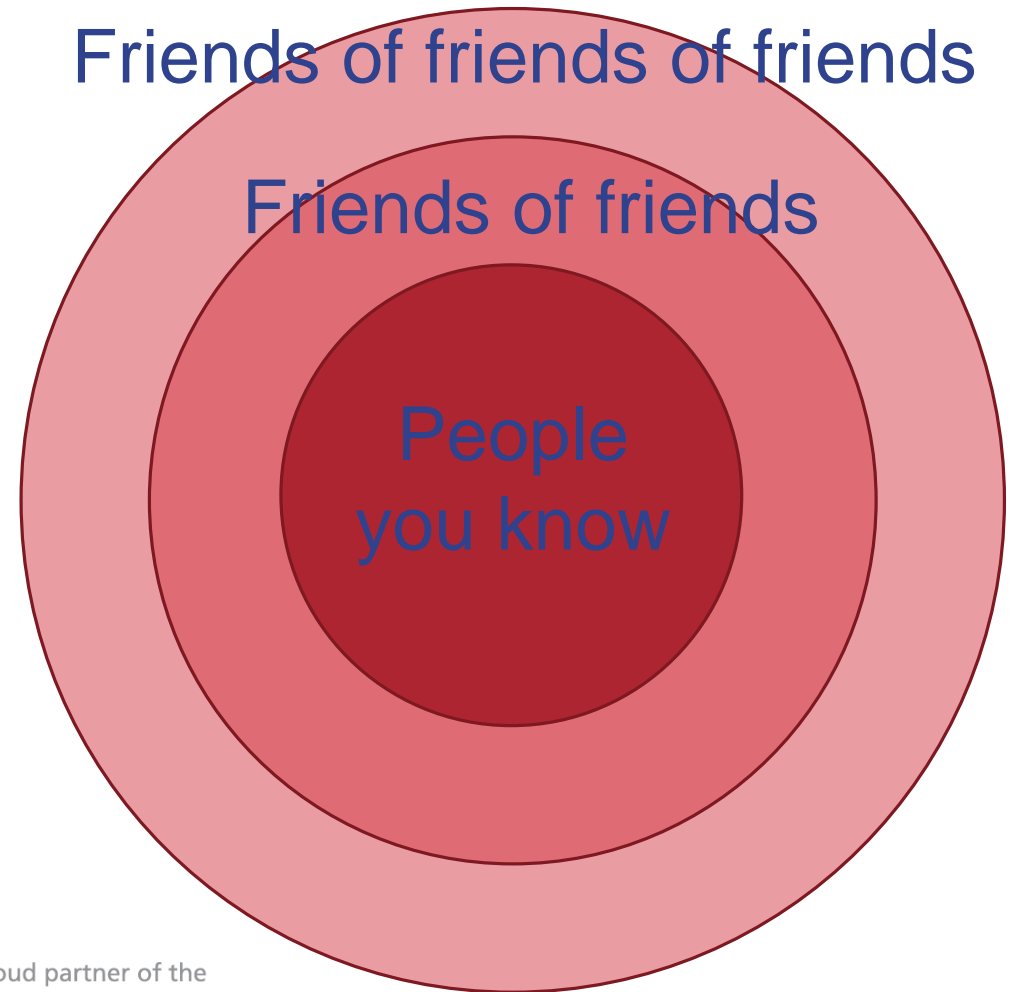
Long answer:

- Family and relatives
- Friends
- Neighbors, community ties
- Acquaintances
- People at virtual job fairs
- People in your clubs, associations
- Former co-workers
- Classmates, Coaches, Teachers

Open the Brainstorm your Network Handout now and do the activity

Who Do I Network With?

Anyone might be a lead to a future job or connect you with someone who can help



How Do I Network on LinkedIn?

Join LinkedIn for free

- ✓ Complete your profile
- ✓ Build your connections to 100+
- ✓ Follow companies and groups of interest
- ✓ Include keywords for the job you want in your profile



Check out our Navigating LinkedIn workshop pdfs for more tips



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How Do I Network on Social Media?

Search and post on social media (Facebook, Instagram, Twitter...)



- ✓ Let people know you're looking for a job
- ✓ Be professional
- ✓ Follow your target companies and interest groups

Check out our Social Media & Professional Image workshop for more tips

Respect Online Netiquette

Remember to respect **netiquette** (Internet etiquette)

Don't say anything online that you wouldn't say in person

If you're part of an online group:

- Learn the rules of conduct for each group
- Read Frequently Asked Questions (FAQs)
- Don't post your resume or ask for a job unless group allows it

Tips for Connecting Online

Focus on Relationship Building:

- ✓ Friendly, welcoming tone
smile when you speak
- ✓ Ask questions
- ✓ Be yourself
- ✓ Listen and make notes after



What should I do and say?

5 Parts to a networking exchange:

1. Introduction—try to find a common bond/interest
2. Ask questions and gather information
3. Describe your situation (explain what you do)
4. Ask how you can help
5. Share contact information

Icebreaker Questions for Online Networking

Ask questions such as

- What do you love about what you do?
- What experience did you have to get your job?
- What's been keeping you busy lately?
- Any advice on how to get into your field?
- How can I help?

Open the Icebreaker Questions Handout now



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What is a Virtual Job Fair?

Online "event" at specific date and timeframe

- Advance registration required
- Employers and jobseekers meet using
 - Chat rooms
 - Video phone chats
 - Teleconferencing
 - Webcasts or webinars
 - Emails



to exchange information and interview for job openings



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Tips for Virtual Job Fair Success

- Register in advance (check Eventbrite and Search “Virtual Job Fairs”)
- Research companies attending the fair
- Upload your resume: be prepared to upload it on demand
- Join the event early
- Professional dress and grooming—expect some video interactions
- Prepare your elevator speech and 2 questions to ask
- Send thank you emails to interviewers within 24 hours

What is an Elevator Speech?

Great framework for answering
the *What do you do?* or
Tell me about yourself questions

Open Elevator Speech Handout for template and example



What is an Elevator Speech?

It can highlight your skills and experience when talking about your professional life

Points to address:

- What you can offer (hard and soft skills)
- Work experience (job titles and companies)
- Something notable about you (award, problem solved...)

30 Second Elevator Speech Template

Hi, I'm _____ . It's great to meet you!
I am a _____ with _____ years of experience
In _____ .
I have a degree (or training) in _____
with special skill in _____

I have worked at companies such as _____

My strengths include (list 3) _____

I am most proud of _____

Based on my experience, how might I be able to help you?



30 Second Elevator Speech Example

Hi, I'm **Sam Jones**. I am a **Cable Technician**.

I have **5** years of **residential and commercial** experience and have an **Associate's Degree in Electronics Technology**.

I've worked at **Verizon** in **Philadelphia**.

I am great at **troubleshooting problems, internet installations and providing outstanding customer service**. Just finished installations at a new **Center City** apartment complex.

Based on my experience, how might I be able to help you?



How Do I Use An Elevator Speech Virtually?

Your Elevator Speech can be used in many situations:

- ✓ Networking on social media
- ✓ Virtual job fairs
- ✓ Virtual job Interviews
- ✓ Emailing companies to see if they are hiring

Follow-up and Thanks after you connect online

- Always express your appreciation
- Extend a reciprocal offer to help
- Send an email within 24 hours
- Make a call/Leave a message



How to Network Online: In summary

- ✓ Employers prefer to hire based on networking referrals
- ✓ You can network anywhere, and with anyone
- ✓ Network online to create and strengthen connections
- ✓ Focus on building relationships and helping others
- ✓ Be prepared: Do research and hone an Elevator

Speech

