

# Networking Your Way to a Job:

## Building Meaningful Relationships

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(951) 827-3631

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# Agenda

- **What is networking?**
- **Tips to network successfully**
- **Where can you network?**
- **Networking through social media**
- **Practice what you've learned!**
- **Maintaining connections**
- **Who is in your network?**

# What You'll Learn Today

At the end of this workshop, you will be able to...



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**Explain why networking is important**



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**Identify who is in your network and where to engage in networking**



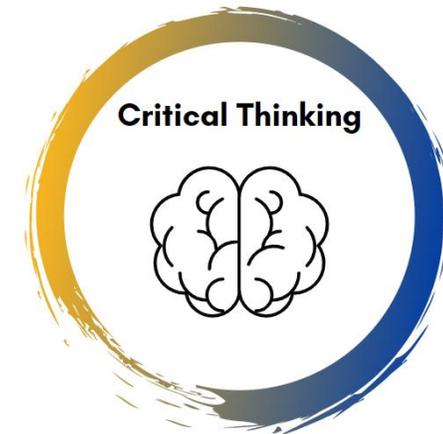
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**Understand the process of initiating professional relationships and how to maintain connections**





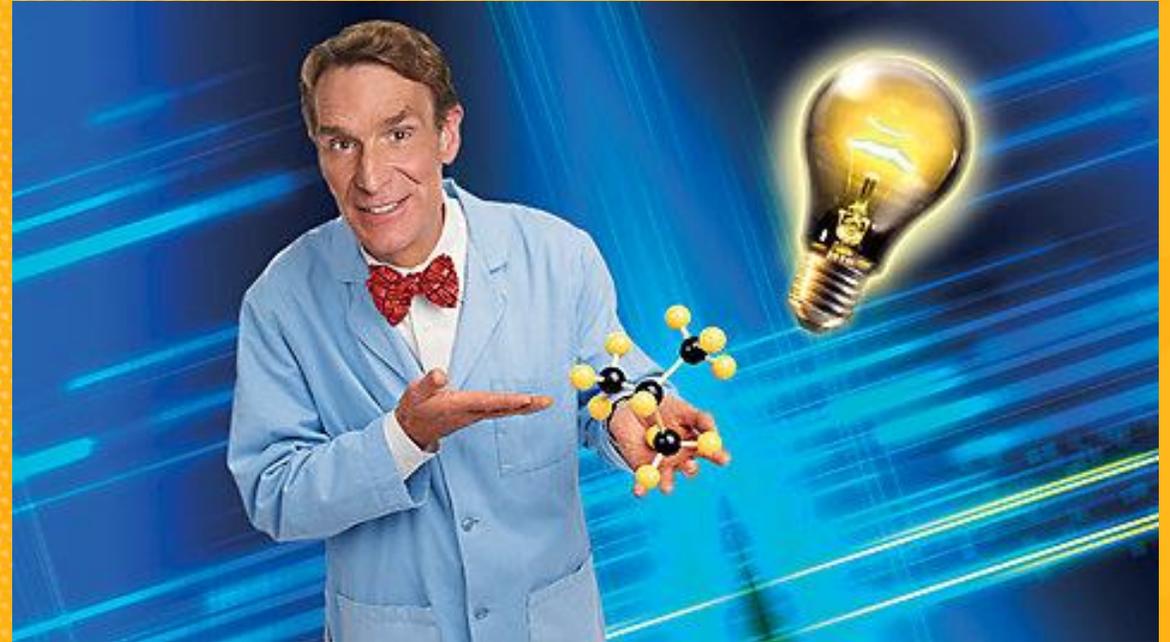
# NACE CAREER READINESS COMPETENCIES



*Obtaining **requisite competencies** that broadly prepare college graduates for a **successful transition** into the workplace.*



EVERYONE YOU  
WILL EVER MEET  
KNOWS  
SOMETHING YOU  
DON'T  
- Bill Nye



What is  
Networking?



# What is Networking?



Networking is the  
**development** and  
**maintenance** of  
mutually **valuable**  
**relationships.**



# The Misconceptions

- It only takes place at networking events
- Shy people are not successful at networking
- You only need it if you're going into business
- I have a high GPA, I don't need to network
- I only have to gain relationships with people in my field of interest





# The Truths

- It's about developing **MEANINGFUL** relationships
- 70% of jobs/opportunities are found through **MUTUAL** relationships
- It starts way **BEFORE YOU NEED A JOB**
- It isn't just about what you know!

# WHEN & WHERE to Network

## Social Networks

- Friends, Family, Neighbors
  - Alumni contacts
  - Professors
- Other Faculty & Staff
- Volunteer contacts
- Social media –LinkedIn, Facebook, Twitter, etc.

## Professional Networks

- UC Riverside events (Career fairs, Job Discovery panels, Workshops)
- Professional networking events
  - Chamber of Commerce
  - Rotary, Kiwanis, Lions Clubs
  - Committee involvement
- County of Riverside (volunteers)

# Three Questions Before You Network



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**What are you known  
for today?**

Strengths, Skills,  
Experiences



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**What do you want to  
be known for?**

Reputation, Personal  
Branding, Credibility



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**How do you get  
there?**

Short and Long Term  
SMART Goals



# Networking Tips

## When attending a networking event...

- Set goals
- Practice and become comfortable with YOUR story & 30-second pitch
- Meet new people & introduce others
- Listen for opportunities – ask questions!
- Be prepared to follow up

# Sample Questions for Networking

## PROFESSIONAL:

- How did you get into your profession?
- What parts of your job do you find most challenging?
- What do you find most enjoyable?
- Are there any negatives to your job?
- What is a typical day like for you?
- How would you describe the corporate culture?
- What skills are required in your position on a day-to-day basis?
- What is unique about your company?
- What advice do you have for someone looking to get into your field of work?
- What's the best business advice you have ever received?
- Who else do you recommend that I should talk to \*tonight\*?

## PERSONAL:

- What is the best job you've ever had? What's the worst?
- Where did you grow up?
- What do you like to do outside of work?





# Let's Practice!

**Join your breakout room, pitch yourself, and take turns asking each other these questions:**

**Have you chosen a major? How did you choose it? What are some of your interests that you want to explore in college? What do you do for fun?**

# Debrief

- How did you feel?
- What did you learn?
- What would you change for next time?

# Connecting Virtually



**675+ Million  
Members**

Manage your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities.



**Connect with the  
world around you!**

Connect with family, friends, colleagues, peers. Join groups and learn about opportunities in your local area!



**It's what's  
Happening**

From breaking news and entertainment to sports and politics, get the full story with all the live commentary



**Bringing You Closer  
to People & Things**

Follow internship and company pages. Post content and spread knowledge. Create your brand and use IG for networking!

# Building Relationships via



- Research UCR alumni in fields/occupations you're interested in
- Scroll through their profiles to see if it's someone you want to talk to/learn more about
- ***Send a personalized note with your invitation to connect*** to increase the chances of them accepting
- Consider asking professionals for an "informational interview"
- *Remember*, the worst thing that could happen is **nothing**



Hi Julia,  
My name is Alex Highlander. I am in my senior year at UCR as a History major. Your career as a non-profit professional is inspiring and I would love to connect with you to learn more about what you do and how you achieved all that you have! Thank you for the opportunity to be a connection on LinkedIn.

# Conversation Starters on



## Examples of what **NOT** to write:

- Can you help me?
- Can you refer me to [this] job?
- I would like to connect with you on LinkedIn

**Be mindful of the 300-word limit when messaging initially.**



# Common Mistakes & Bad Networking Habits

- Hanging out with the same person or staying in cliques
- Staying by the food table/bar for too long
- Not engaging in full conversations
- Fail to make eye contact and smile
- Asking closed-ended questions
- Lack of attention and focus
- Display disengaged body language
- Too informal too soon
- Ask for too much
- No follow-through
- Forget to have fun!

An aerial photograph of the University of California, Riverside campus at dusk. The sky is a deep blue with some clouds, and the city lights are visible in the distance. A prominent yellow arrow points from the top center towards the text. The text is centered and reads: 

**I've started the  
conversation... now what?**



## **The Email Intro:**

**Your professor has given you the name and email address for an UCR alumna working in the field you want to work in.**

**What is the appropriate way to introduce yourself via email?**

# What's the Difference?

Hi Clara!

It would be really cool to meet you and learn about your career path. It would be really nice if I can get 15-20 minutes of your time. Well, looking forward to your reply.

- Ali H.  
Student

"The unexamined life is not worth living"

Dear Dr. Lee,

I am a junior majoring in History at the University of California, Riverside. Professor Addison suggested I get in touch with you regarding my interest in the preservation of local historical districts.

Although I am not currently looking for a job, I am very interested in learning all that I can about typical career paths in this field and what skills I might need to develop. I would greatly appreciate 20-30 minutes of your time to ask you questions about your current position and the challenges/regards involved. Thank you for your consideration. I look forward to contacting you to arrange a time.

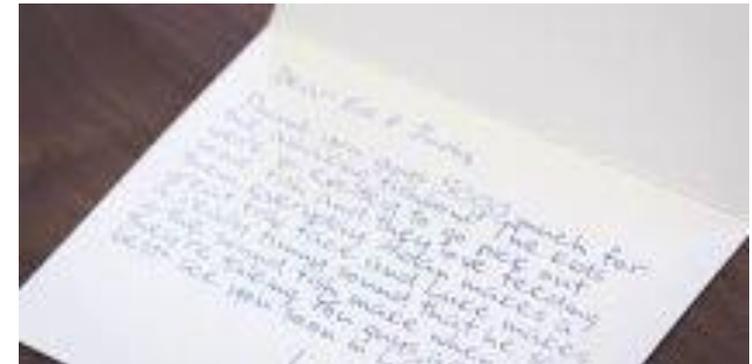
Sincerely,  
Allison Highlander, UCR History 2021  
(951) 222-3333 | [ahighlander@ucr.edu](mailto:ahighlander@ucr.edu)

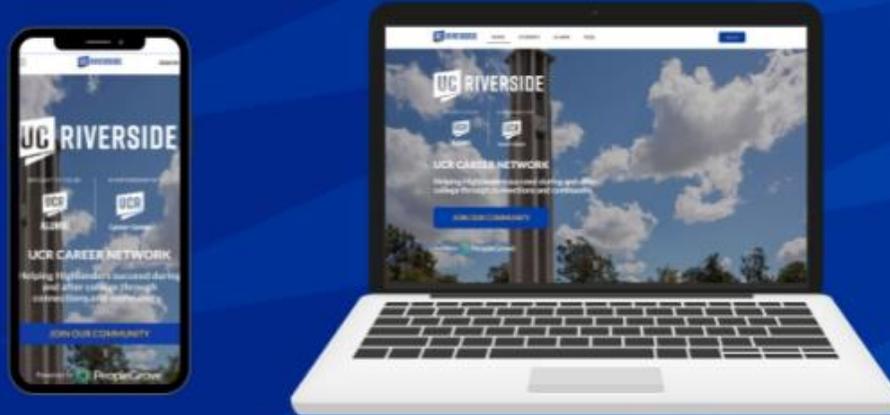


# The Final Touches

# Follow-Up & Maintaining Relationship

- Thank you note
- Progress emails
- Related articles
- Professional development or programming
- Community involvement
- Holiday greetings or personal congratulations





Join the UCR Career Network, an online community for networking, mentoring, and job opportunities for alumni and students.

### MENTORING

Matching process that connects current students with alumni or alumni with one another.

### JOB SEARCH

Job board for those currently seeking employment or for alumni looking to hire other Highlanders.

### NETWORKING

Discussion boards to meet and network with others who have similar career questions.

**REGISTER AT [CAREERNETWORK.UCR.EDU](https://careernetwork.ucr.edu)**



**What questions do you  
have?**

**Location:** We are located in the Career Center Plaza. Our entrance is the University Lecture Hall and the Surge Building, behind the UCR Campus Store.

**Hours:**

Mon. - Fri. 8 am to 5 pm

*Individual counseling appointments available*

*Schedule on Handshake*

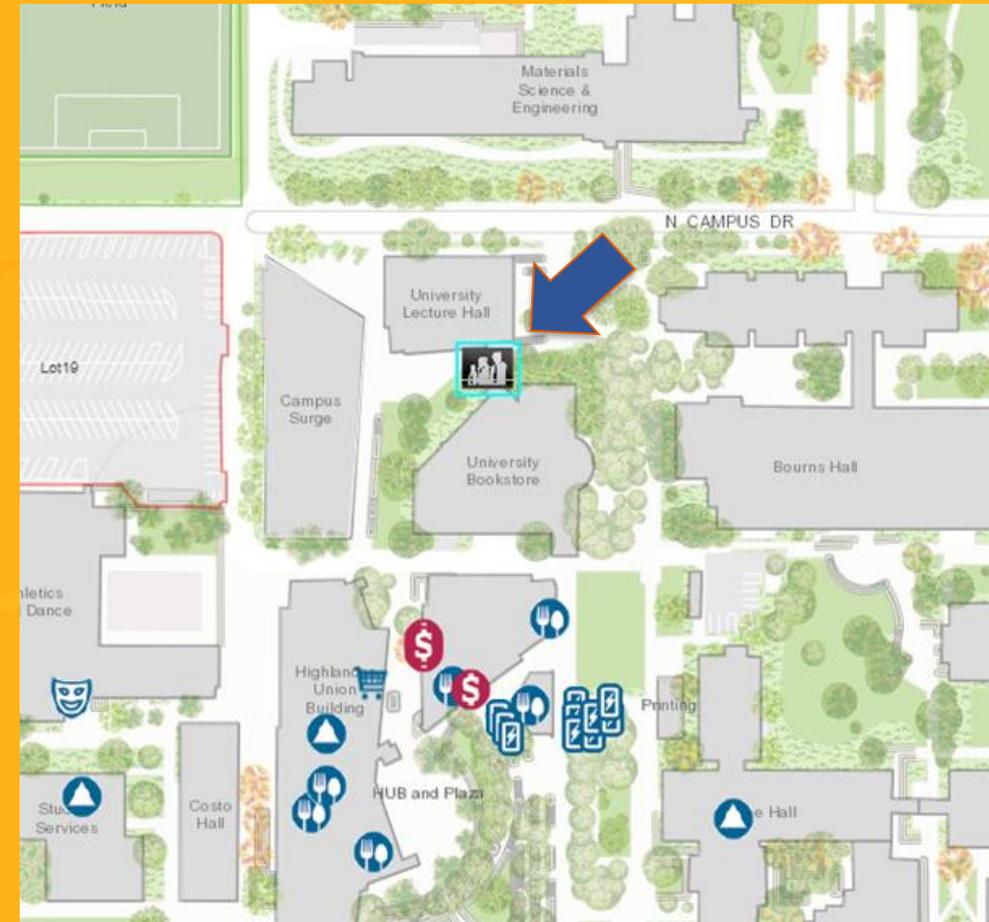
**Drop-in Hours:**

Mon. - Fri. (days & times vary)

*View drop-in schedule on our website <https://careers.ucr.edu/>*



## Career Center



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