

Networking Your Way to a Job:

Building Meaningful Relationships

careers.ucr.edu
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CONNECT. INSPIRE. EMPOWER.



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...



Explain why networking is important



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

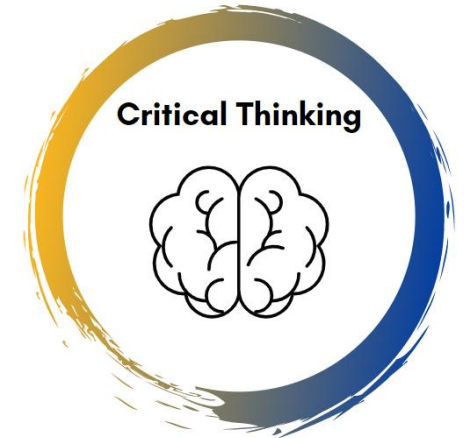


Understand the process of initiating professional relationships and how to maintain connections





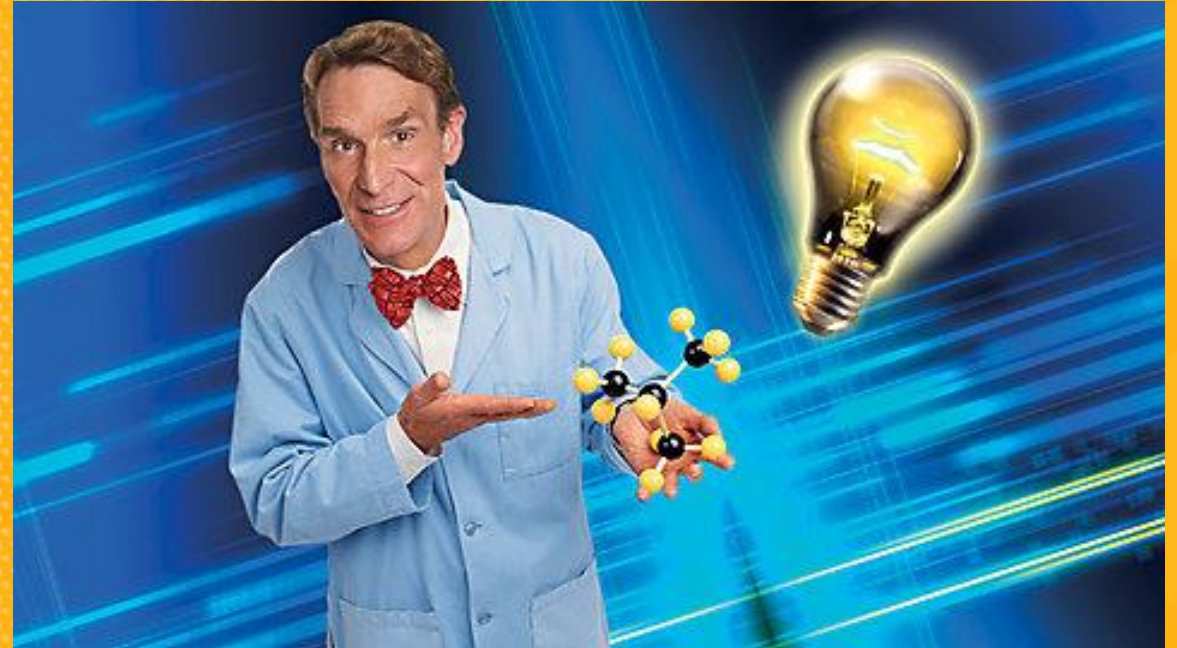
NACE CAREER READINESS COMPETENCIES



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



**What are you known
for today?**

Strengths, Skills,
Experiences



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

Reputation, Personal
Branding, Credibility



**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 **LinkedIn**

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. In the center, a tall, slender tower stands out. A yellow arrow points from the top center towards the text. The text is white and reads: "I've started the conversation... now what?".

**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.

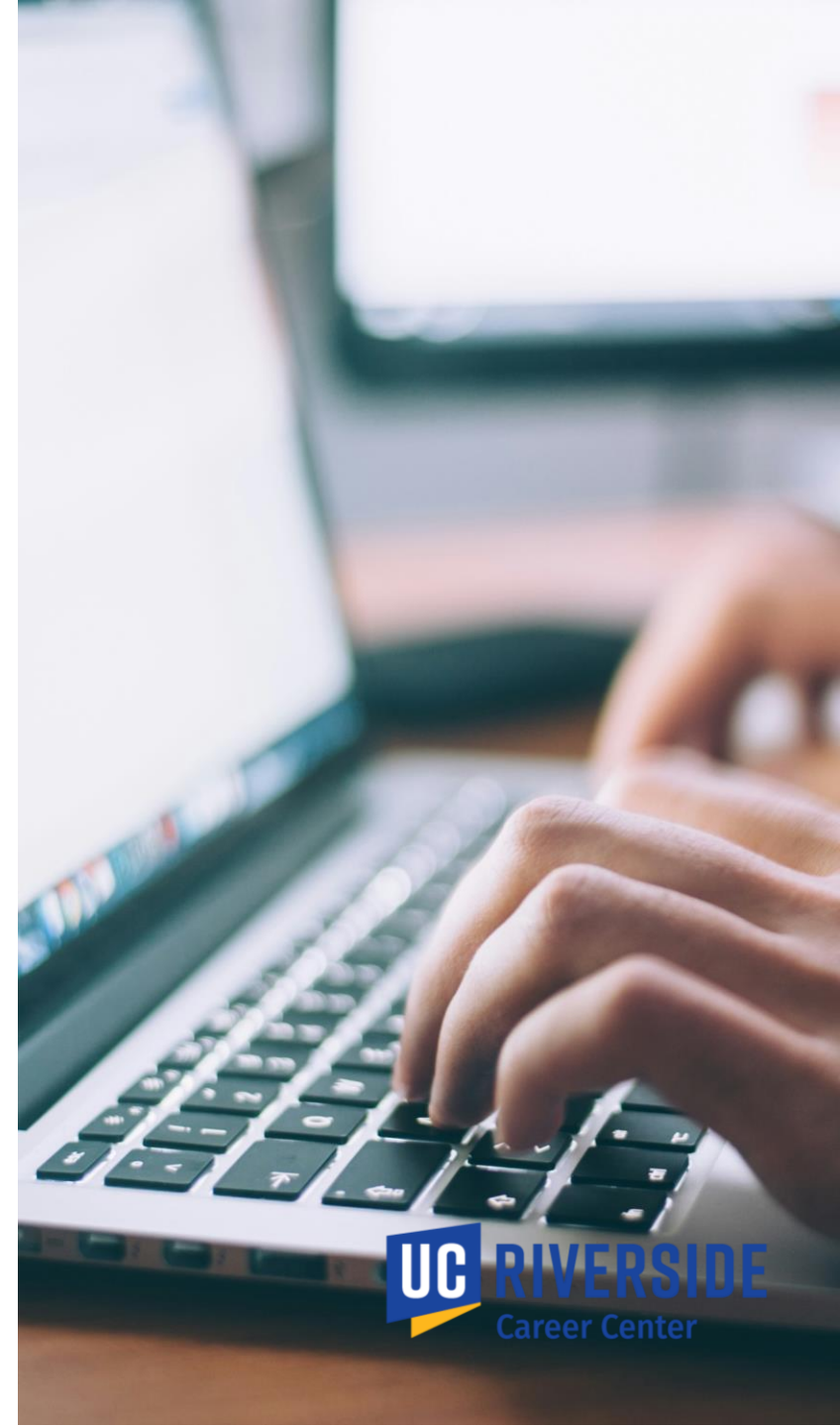
Sincerely,
Allison Highlander, UCR History 2021
(951) 222-3333 | ahighlander@ucr.edu



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





**What questions do you
have?**

location

ENTRANCE IS BETWEEN UNIVERSITY LECTURE HALL
AND SKYE HALL, UNDERNEATH THE UCR BOOKSTORE

hours

MONDAY - FRIDAY: 8 AM TO 5 PM
EXCEPT WEDNESDAY: 9 AM TO 5 PM



drop-in hours

SPECIFIC TIMES ARE LOCATED ON WEBSITE HOME PAGE
(SCROLL DOWN TO SEE)



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