



Network, Network, Network

Five Little Secrets About Networking



Networking isn't about looking for a job. The truth is networking is a way of life. It is about making new friends and developing trust! Whether you're a college graduate or seasoned executive, it is never too early or too late to start. Here are five things to help you understand the real meaning of networking.

1. BE "OTHER CENTRIC"

Networking is not about spewing your 45 second commercial. It is about meeting people and developing a relationship. Always show interest in others. Ask them what they do and really listen to their answer. Even ask sincere follow-up questions.

2. GATHER INFORMATION

The time to start gathering information is while you are employed. Speak with co-workers and peers about what they are doing, what they find interesting and listen. Listening is a key ingredient to being a good networker. Ignore that voice in your head that wants to weed out information or discard it. All information is good information!

3. TRACK MOVERS AND SHAKERS

Carve time into your schedule to meet industry movers and shakers. Read their work, follow their activities. See what makes them tick.

4. MAKE IT FUN

Every time you leave your house you have the opportunity to meet new people. Consider it a personal challenge or game, because you just never know what may happen or who knows who. The next time you go to fill up your car with gas, pay inside and chat with the cashier, just for a second. Doing this is great practice at making small talk and again, you just never know. Maybe it is the dry cleaner, supermarket check out or coffee shop berrista...all of these folks are great practice and worthy of becoming new acquaintances.

5. "LATHER RINSE REPEAT"

Just as the instructions say on a shampoo bottle (or used to) networking is an on-going process. Meeting someone once does not form a relationship. You need to continuously make the effort to re-connect with them. It can be as simple as sharing an article or sending them a quick note about an upcoming event that they may be interested in or a message asking them about a project they said they were working on. Listening is important. It will be very difficult to do this follow-up if you haven't been listening to what they've talked about.

FINAL NOTE:

Greater than 80% of jobs are secured through some form of networking contact. If you feel this sounds like a game, ignore that voice in your head. Approach networking as "information gathering" and an "opportunity to meet new people". There is no hidden agenda here. Be patient. Networking takes time and so does establishing trust. This is not a wonder drug that will promise immediate results. This is an investment in your future. Networking is about establishing relationships and it is a quality vs. quantity mentality that will best serve you.

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According to career coach Hannah Morgan, 80% of jobs can be secured through some form of networking contact.

Career Countdown for Seniors

Your monthly guide as you transition from college to the work world

December: Network, network, network

A network is your best job search tool. Make a list of everyone you know and make a monthly goal to contact 8-10 people to tell them about what you're looking for.



Be enthusiastic and don't talk exclusively about yourself. When you ask your neighbor about his company and what he does there, you will get more valuable information than if you ask "Does your company have any openings in my field?"

Set up a LinkedIn account: www.Linkedin.com a social networking site connecting you with professionals in your industry. This can be invaluable in your job search.

Just a quick reminder. . .
Stay tuned for our Career Countdown Tip for the month of January

Hint: You might want to save a little of that extra **Christmas** cash!!!

Office of Career Services

Huffman Administration Building ▲ Room A316 ▲ (574) 807-7096

careerservices@bethelcollege.edu ▲ www.bethelcollege.edu >Campus Services >Career & Internships

Reel 'Em In

Social networking sites. They're all the same. Slap up a goofy profile pic, add some personal information, make a few connections. Good to go, right?



Nope. Pull that on [LinkedIn](#) and you'll end up working at Uncle Slappy's Fishstick Emporium.

When it comes to your professional online identity, you'll need to be a little more refined.

Just as you use Facebook to see which friend's doing what, you can use LinkedIn to see who's hiring who. But before you rub cyber elbows with valuable networking contacts and hiring managers, you need to put some shine on your profile. We spoke with Lewis Howes, author of *LinkedWorking*, to learn a few tricks to help lure recruiters.

Be Complete

LinkedIn says that you're 40 times more likely to turn up in a search if your profile is fully complete. Before you start networking, make sure all the components of your profile, such as the photo and recommendations, are in order, so it reads "100% profile completeness".

Fly Under the Radar

Unbeknownst to some users, LinkedIn allows you to see who has viewed your profile. If you're browsing multiple profiles, you may want to turn this feature off. To do so, go to the homepage and click into "Who's viewed my profile?" in the right column. Then click "Edit Visibility Settings" and select "Don't show users that I've viewed their profile." Voilà, you're hidden!

Start a Group

Not only do you want to join groups, but you should consider starting a group as well. Use your background at school as a starting point: For example, create the "NYU Women Accountants" group, or "The Campus Gazette Alumni" group. Being the owner of a group raises your visibility, says Howes. Anytime someone joins it, they see your name and website.

Customize

Similar to Facebook, LinkedIn lets you create a custom URL, such as [LinkedIn.com/JaneDoe](#). Custom URLs are easier to remember, look better in an email signature, and increase your profile's rank in search results when people Google your name.

Create a Compelling Headline

Your name and current position take up prime real estate at the top of your profile. If you're unemployed, take advantage of the opportunity to create something catchy to take your position's place. Instead of putting "Looking for Design Internship," Howes suggests stating your specialty, like "Graphic Designer Specializing in Logos." You'll come off more focused and professional.

Say Cheese!

Keep your LinkedIn profile pic professional. That means no shots of you playing beer pong or on the beach in Jamaica. If you're in a Greek organization, consider using a picture from its composite, or if your school offers senior photos, take the opportunity to get a professional headshot you can use for years to come.

This article is from the spring 2010 issue of Jungle Campus

SHERRY'S CORNER

Sherry Weldy, Bethel's Career Development Coordinator, a.k.a. "the crazy chapel announcement lady" shares trivia, tips and tantalizing tidbits for student jobseekers!



Wowzers! December? Where in tarnation did this semester go? In two weeks you'll be facing finals! Freshmen are



freaking out realizing perhaps they should've shown up for class a little more often; sophomores are wishin' they would've at least cracked the book open; juniors soooooo have this routine down and seniors? Well, some of you are facing finals for the last time because you are December grads!

You'll make it through finals. Everyone always does. But will you skate through with a shrug, or are ya going to get down in the trenches and do some serious studying?

Searching for a job or internship is much the same. Sure, you can wait until April of your senior year to get serious about looking for a job, but what kind of networking have you done? Often it's all about **WHO you know!**

Hey! Did Ya Know...

- At the bottom of our Bethel home page, we have a link that will take you to a series of CareerSpots — 2-3 minute career videos to help college jobseekers
- Second semester there are career fair opportunities open to Bethel students

Midwest Sports Business Combine

Thursday and Friday, January 6 and 7, 2011
Conseco Field House, Indianapolis, IN
Register by Dec. 1st to receive 25% discount

Journalism Job and Career Fair

Saturday, January 29, 2011
9 am – 5 pm
IUPUI Campus Center, Indianapolis, IN

Trine University Career & Internship Fair

Friday, February 4, 2011
10 am – 2 pm
University Center, Angola, IN

Valparaiso University Career & Internship Fair

Wednesday, February 9, 2011
10 am – 2 pm
Harre Union Ballroom, Valparaiso, IN

Purdue University North Central

Wednesday, March 30, 2011
10 am – 2 pm
Library-Student-Faculty Bldg, Rm 144, Westville, IN

2011 Career and Internship Fair

Friday, April 1, 2011
10 am – 2 pm
IU South Bend Student Activities Center

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