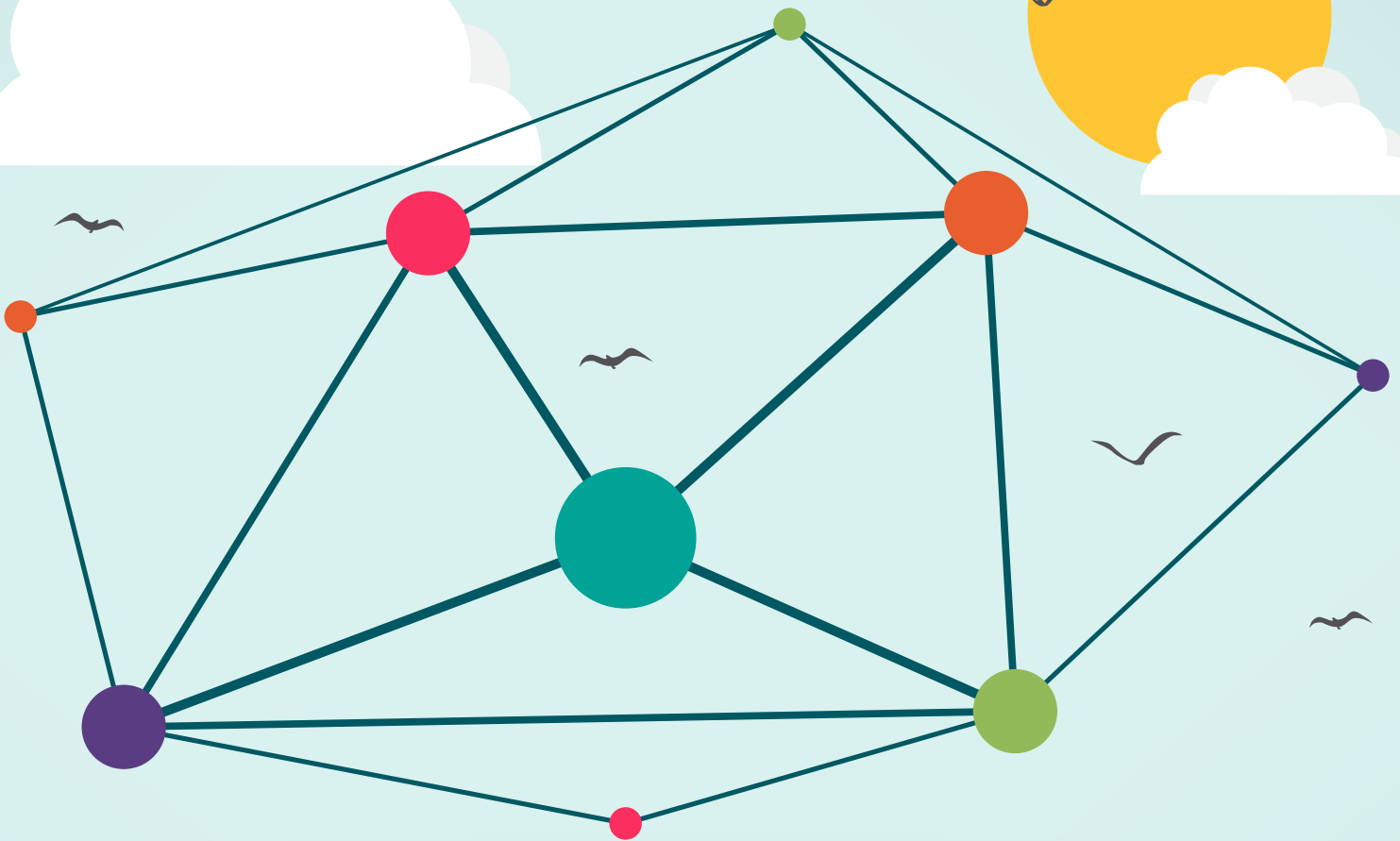


**3.1**



# *Networking*



## ***Instructions for use***

- ***The following document is an electronic form for you to add your answers to.***
- ***Simply read through the text and where prompted place your cursor on the areas to fill in and add your text.***
- ***Begin by saving this document to a location on your computer, add your name to the file path where indicated so that you can come back to it at anytime or share with others.***

## ***Networking***

***The most important element in your job search and your key to accessing the hidden job market is to network and canvas. Consider your network and systematically work your way through contacting them to enquire about work.***

***Here is a logical process you can follow to do this.***

***Let's walk our way through...***



## Know your network

1. Using the below chart as a guide brainstorm a list of everyone in your network. These people do not have to be only close personal friends or even acquaintances just anyone with whom you have enough of a common link to initiate a conversation.
2. Highlight the top 10 people from this brainstorm list that you could contact once you begin canvassing for employment



# Simply click to enter text.

## Family and friends

Names	Phone numbers	Email addresses	Notes

## Past work colleagues

Names	Phone numbers	Email addresses	Notes

## People with a common interest

Names	Phone numbers	Email addresses	Notes

## Community acquaintances

Names	Phone numbers	Email addresses	Notes

***Other professionals in your desired field***

Names	Phone numbers	Email addresses	Notes

***Friends or acquaintances from social clubs or groups***

Names	Phone numbers	Email addresses	Notes

***Social Media connections such as LinkedIn / Facebook***

Names	Phone numbers	Email addresses	Notes



## ***Understand how social media can be used to network***

***This is a massive part of your Personal Marketing Strategy.***

***It's important to understand how social media is being used in today's marketplace to network yourself to employment.***

***Check out this article in Forbes; an authority on all things career and leadership....***

**Forbes** / Leadership

The Little Black Book of Billionaire Secrets

SEP 28, 2012 @ 11:33 AM 14,532 VIEWS

### **The Best Ways to Use Social Media in Your Job Search**

Whether you are just thinking about making a job change, looking for your first job after college, or find yourself unexpectedly amongst the unemployed, you will find that having a social media job search strategy will greatly increase the number of opportunities that you will become aware of. However, for many job seekers using social media in their job search is uncharted territory and because your on-line presence is so public, it is critical that you make sure you are using it effectively and appropriately. Although some people will assume that new college graduates or other Gen Y job seekers are experts using this medium that is not always the case. Just because a college student communicates with friends through Facebook or tweets what they are doing throughout the day, doesn't necessarily add up to a coherent strategy.

According to Gen Y Career Expert Lindsey Pollak, author of GETTING FROM COLLEGE TO CAREER and official spokesperson for LinkedIn, sharing information that is not always appropriate for a potential employer to know, often inadvertently, can trip up students. Pollak has found that although many students are all over social media with their friends, many are not leveraging social media in their search and often not using the networks that are aligned with their specific career goals. Through talking with leading experts including Pollak, employers, and other career and communication experts working in the social media space, here are some quick tips to get you started.

1. **Plan a social media strategy that is right for your career goals.** Think about the types of organizations you want to work at and research what networks the company and the people that work there are utilizing to make sure you are on those networks too.
2. **Build an on-line professional profile.** Almost all employers will do a Google or LinkedIn search on potential candidates. Make sure that when employers find you they are seeing information about your professional accomplishments and background that's up to date. If there are too many videos, photos, and other references and links to your personal life, you should utilize privacy settings and consider disabling or removing some of these other links.
3. **Create a robust LinkedIn profile.** You should tweak your Facebook profile to be more professional, and make sure that your privacy settings are secure.
4. **Use platforms like Twitter to expand your network.** Build relationships with organizations and individuals of interest to you and don't be afraid to reach out through several social media platforms. Many industry-related Twitter chats exist that can help you communicate your knowledge of different industries to the right people. There continue to be many success stories of individuals getting jobs or internships by actively participating in these chats and impressing hiring managers.
5. **Stay active on Foursquare, YouTube, and Pinterest.** Using these platforms will help you build your on-line presence, share your interests, and demonstrate your creativity, but it also makes it even more critical that you control your content.
6. **Join LinkedIn Groups (industry-related, or your college/university-related).** Actively participate in discussions and identify individuals whom you can converse with online who may also be able to help you build a robust network and eventually lead you to getting the job you want.
7. **Consider starting a blog related to the many career interests you are passionate about.** In addition to your own posts you can comment on other material that is on topic. This will give you an opportunity to communicate with others who share similar interests as yourself and connect with them. Some of your readers may be in a position to hire and be impressed with your initiative and ingenuity.
8. **Pay it forward.** Communicate and share information. Re-tweeting, forwarding links, articles, and other relevant social media will not only raise your on-line profile, but will encourage others to also do the same for you.
9. **Use social media platforms to research organizations and people.** You may discover information that will be important to your interview preparations and help you stand out to your interviewers.
10. **Raise your KLOUT score.** KLOUT is a site that monitors and scores your on-line presence. Conventional wisdom is that the higher the score the larger you are known on various social media networks. This can be especially helpful in jobs that involve communications, marketing, technology, and the arts, but increasingly other industries are getting more active as well. However, since many organizations are also trying to build their on-line brand, having employees who operate in this space can also be appealing to a potential employer. In addition to your own tweets and updates, you can raise your score and profile by sharing articles, posts, and videos, and commenting on blogs and other interesting material that is relevant to the career area you are interested in.

These are just some of the ways to ramp up your social media presence. This space is expanding rapidly and it is critical that you are using this in your job search to greatly increase your professional networks and find

These are just some of the ways to ramp up your social media presence. This space is expanding rapidly and it is critical that you are using this in your job search to greatly increase your professional networks and find the job you want.

REF- <http://www.forbes.com/sites/trudysteinfeld/2012/09/28/the-best-ways-to-use-social-media-in-your-job-search/>



## Research potential employers

- *To research potential employers you need to know what jobs you are targeting or at least the industry you would like to work in.*
- *Staying focused on a specific industry or position will make the task of researching companies much easier. Starting with too broad of scope can be overwhelming and you may find you never get around to actually contacting any companies.*

1. Write down the jobs you are targeting and the industry they are connected to in the space below:

Target job	Related industry



2. What types of organisations would employ people in these careers? List at least 6 companies for each role that you are targeting.

Job Title:

	Company	Website	Their needs	How could I network with them?
1				
2				
3				
4				
5				
6				
7				

3. Spend time visiting each of their website and find out all that you can about them and there place in their industry. Since you'll be applying for a job without necessarily seeing a job description, it's important to research the company to find out as much as you can about the tasks, skills and experiences they may be looking for. This will help you when you are marketing yourself to them.
4. What are their needs or what outcomes are they trying to produce that your skills and knowledge could help with?
5. Brainstorm how you could develop networks with these organisations. For example, are they linked into a social media network? Can you like their Facebook page or follow their Tweets? Are they a part of a local business networking event you could attend? Do they host events you could attend? **Be creative.**

## Match make yourself

When a company has not requested applicants for a specific position it can be difficult to get the attention of the key decision maker. After researching potential employers you should have a better understanding of what they're looking for. Use this information to sell yourself.

Using information from your research, fill in the table below:

Target Company	Why should this employer hire me?
1	
2	
3	
4	
5	
6	
7	

Be specific and creative when you list all relevant experience, training and skills that will be of interest to them. Make sure your marketing tools spell out your key selling points so that the employer is left with little doubt that you are a perfect fit for the organisation. Even if they don't have a job available immediately, they'll most certainly keep your resume on file for future openings.