

# The Art of Networking

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## WHAT is networking?

- Using people as resources for career information, ideas, advice and access
- Developing connections that are long lasting
- Identifying “the hidden job market”—opportunities that may not be advertised
- Being helpful to others by making introductions and sharing information
- It is asking for information; it is not about asking people for jobs.

## WHO do you network with?

- Everyone you know- friends, family, acquaintances, classmates
- Suffolk Alumni – through LinkedIn
- Professional associations as well as conferences
- Online: LinkedIn.com

## HOW do you network?

- Introduce yourself: briefly state your professional goals, qualifications and background and what you are seeking
- Follow up and stay in touch with your network
- Expand your network

## WHAT are informational interviews?

Informational interviews are a networking approach that can provide valuable information for your job search. You can e-mail or call a potential contact and ask if you can meet with them for a half hour for career information and advice. Make the most of your contacts by planning ahead. Think about each contact’s areas of expertise and how they can be helpful to you. Also, research the person’s company. Come prepared with your one-minute introduction and effective questions. Always follow-up with a thank you note that includes your contact information. Be aware that an informational interview can turn into an informal job interview. They have the benefit of helping you gain insider information about careers and employers and they allow you to make contact with potential employers.

## Your 1-minute introduction

Short introductions are helpful whether you are attending a networking event or conducting an informational interview. Begin your conversation with a brief statement about your background and what you are looking for. For example: “I have had two human resources internships that gave me recruiting and benefits experience. I’m now thinking about pursuing HR positions in the biotech industry. I know that because of your position, you have a good sense of what’s happening in the industry. I’d like to learn about the work you do and hear your career advice.”