

WHY NETWORK?

It's now what you know, but who you know

Networking is an important first step in the job search process. Whether you are connecting with someone in person, LinkedIn, or via email, it is important to remain professional.

PERSONALIZED MESSAGE

4 Steps to creating a personalized message

1. Introduce yourself

"Hello, my name is _____. I am a student at Davis Technical College studying _____."

2. Tell them who you know

"_____ is an instructor/colleague of mine. They suggested I speak with you because I'm interested in _____."

3. The "What & Why"

Tell them what it is you are interested in and why you are interested in connecting with them.

4. It's a date

Be proactive and respectful in requesting a date and time to meet them.

SOCIAL MEDIA NETWORKING

Facebook, Instagram, and LinkedIn have quickly created a presence in the professional world. Many employers use social media as a part of their recruiting strategy to connect with potential hires.

1. **Join professional associations** on Facebook and LinkedIn.
2. **Research companies**- if they are a company you are interested in working for, like their page.
3. **Update your profile** with posts related to your job search.
4. **Choose a professional head shot photo** on LinkedIn and build your professional profile.
5. **What's your name?** Michael or Mike - Katherine or Kate. Decide on one and be consistent.
6. **Establish connections** with a personalized message.
7. **Ask for recommendations** from past supervisors and instructors on LinkedIn.

PRO TIP



Up to 70% of employers have rejected a job candidate because of information found about them online.

PRO TIP



An estimated 80% of jobs are never advertised. Networking allows you to tap into the hidden job market.

For more information or assistance, schedule an appointment with the Career Placement Specialist
davistech.edu/career-placement-services

