



CITRUS COLLEGE  
CAREER/TRANSFER CENTER



# NETWORKING GUIDE



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# Networking Guide

Did you know that 70-80% of jobs are filled through networking? (The Muse.com 2019). Many positions are never advertised publicly and cannot be found online.

Employers prefer to hire through networking. It reduces the risk of hiring someone who is not a good fit for the position.

Networking is an important component of career exploration and job searching. There are many forms of networking and many types of networks.

You may not realize you already have a network in place. Your friends, family, classmates, professors, supervisors, and coworkers already provide you with a network to begin with. As you begin your career development and job search process, it will be vital to continue to build your network. Check out this “Networking 101” video from Candid Career: [tiny.cc/CandidNetwork](http://tiny.cc/CandidNetwork)

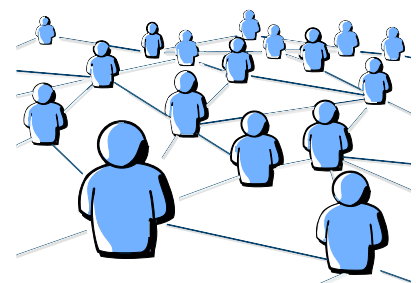
## BEGIN BUILDING YOUR NETWORK!

### MIND MAPPING

Start by mind mapping your network. The New York Times has reported that an average person knows about 600 people and the quickest way to find a job is to sift through those 600 people and look for something that can help you reach your goal.

First: Write your target job in the middle and start by branching out in four different ways. The four directions should each contain one of the following sections of your life:

- Former colleagues, co-workers, mentors
- Family members/friends of family members
- Friends, former classmates, club members
- Professors and other college personnel



# Build Your Network

## INFORMATIONAL INTERVIEWS

Informational Interviews are career conversations with people in your field of interest. The interview is designed to help you develop contacts and, in the process, learn more about the field. Informational interviews are also a way to build your network. See our guide on conducting an Informational Interview. You can also check out the [Citrus College Informational Interview Guide](#).

[Candid Career has a great video to help you get started.](#)

## COLD CALLING/OUTREACH

College is a great time to begin building your network and use your role as a college student to your advantage while you can. People like helping college students! Take time to talk with your professors outside of class and ask them about their backgrounds. Reach out to professors you did not take a class with, and administrators you admire. This applies to people outside of your college campus as well. It may feel intimidating or daunting, but know it'll get easier with some practice and time.

[Check out Career Contessa's guide to reaching out to cold contacts through LinkedIn](#)

## INTERNSHIPS

Joining an organization as an intern gives you the opportunity to work hands on in a professional environment. Internships help by teaching you more about the career path you are pursuing. Internships are a way to “test drive” possible jobs and explore different career options. By interacting with professionals you gain new connections and learn how to communicate in a professional environment. Internships help you acquire references, find new job opportunities and possibly connect you with a professional mentor.

## VOLUNTEERING

Volunteering can offer the same opportunities as an internship. By volunteering your time with an organization in your desired career field, you are opening up opportunities to meet professionals, learn more about the industry and make networking connections. It's also another opportunity to spend time in a career area of interest if you are exploring different fields. Visit [VolunteerMatch.org](http://VolunteerMatch.org) and [Idealist.org](http://Idealist.org) to search for potential volunteer opportunities.

[Check out the Career/Transfer Center's video on internships and volunteering resources.](#)

# Build Your Network

## JOB SHADOWING

Job shadowing is a useful way to learn about a particular job of interest. It involves spending a limited amount of time (usually ranging from a couple of hours to a week) with a professional in a job or career field you are interested in. By observing a day (or days) in the life of the professional, you learn what that job is really like. This can help you decide whether or not you think you would enjoy and feel passionate about the job. Job shadowing can also help you decide if your skills match the career field of interest, and how your skills from school and other jobs might translate to this job. It is also another way to build your network.

## PART-TIME EMPLOYMENT

Like volunteering, job shadowing, and internships, working part-time in your career field of interest can give you the opportunity to get a feel for the industry you are interested in and whether it is a good fit.

## ON-CAMPUS INVOLVEMENT

There are a number of benefits to getting involved on campus. You'll make friends, add skills and experience to your resume, build your network. Join campus clubs, including honor societies, major related clubs and clubs for special interests. Not only will you be able to connect with a number of other students, you'll also be able to connect with faculty, advisors and campus administrators.



# Social Media

## LINKEDIN

The most widely used social media website for networking and job searching is LinkedIn. LinkedIn is a business and employment-oriented social networking service. It is used for professional networking, including employers posting jobs and job seekers posting their resume. Even if you do not have work experience, create an account profile and begin building your network. Connect with classmates, professors, friends and co-workers. LinkedIn can help you maintain contact with people after you transfer, graduate and when you change jobs. LinkedIn has several resources just for college students, [check them out here.](#)



## FACEBOOK, TWITTER, INSTAGRAM, ETC.

Social Media can both help you and hurt you in your networking and job searching process. When beginning the job searching and networking process the first step is to examine your existing social media profiles and begin to remove any content you may not want a potential employer to see.

Facts about Social Media and Networking:

- 30% of human resources departments have someone dedicated to using social media to research candidates
- 47% say that if they cannot find a candidate online, they are less likely to call that person for an interview
- 66% percent are using online search engines such as Google to research candidates
- 54% have found content on social media that caused them not to hire a candidate
- 50% are looking for a professional online persona

*(CareerBuilder.com 2018)*

Start by “Googling” your name and see what employers will see if they do the same. Social media sites can also help you in your networking and job search. “Like” and follow organizations that you are interested in. Post articles and thoughts related to your industry of interest. The Muse has helpful articles on topics such [how to “clean up” your social media before a job or internship search](#) as well as [how to use social media to your advantage in a job search.](#)

# Start Today

The best way to figure out what career or major you might be interested in is to talk with others who have worked in the field or who share your interests. Remember you have a bigger network than you realize! Your fellow students, coworkers, professors, other college employees, your parent's friend's your friend's parents, etc. You'd be surprised at how many people your friends and family know. Building a network now will make life so much easier after graduation.

When talking with your networking about your job search, remember, it is not about asking for a job! Your network is there to help you learn more about the field and offer insight and advice. Be prepared with thoughtful questions for the people in your network. Also be prepared to talk about yourself, your goals, strengths, skills, and interests. Have your elevator pitch prepared.

## ELEVATOR PITCH

An “elevator pitch” is a term taken from the early days of the internet explosion when web development companies needed venture capital. Finance firms were swamped with applications for money and the companies that won the cash were often those with a simple pitch. The best were those that could explain a business proposition to the occupants of an elevator in the time it took them to ride to their floor. In other words, an elevator pitch that worked was able to describe and sell an idea in 30-60 seconds.

Today, an “elevator pitch” can be any kind of short pitch that sells an idea, promotes your business or markets you as an individual.

**Purpose:** Your elevator pitch enables the listener to become quickly aware of specific, unique, and impressive attributes you can bring to their organization/business.

**Advantage:** You come across more poised and confident simply by opening with your elevator pitch.

**Uses:**

- At a Career Fair: Introducing yourself to an employer.
- At an interview: in answer to the statement "Tell me about yourself."
- Professional, social, or organizational meetings: when you are asked to introduce yourself.



# Elevator Pitch

## ➤ BUILDING YOUR ELEVATOR PITCH

1. Introduce yourself, if appropriate.
2. State what your goal is, relevant to the person you are talking to.
3. State a strength or skill they would be interested in.
4. Follow that with an accomplishment that proves you have that skill. You can repeat steps 3 and 4 if you'd like.
5. Tell what you are looking for in a job.
6. Tell them how you can immediately benefit the organization.

[Check out Candid Career's video on developing your elevator pitch.](#)

## ➤ MAINTAIN YOUR NETWORK

Finally, remember to maintain your network. Keep in touch with the people in your network via email, grabbing coffee, social networks, etc. Networks require nurturing and ongoing contact. You do not want to reach out to people in your network only in times of need. Harvard Business Review ([hrb.com](http://hrb.com)) outlined the following principles in maintaining your network:

## ➤ DO

- Decide who you want to stay in touch with and how often you want to reach out
- Make use of all the communication tools in your arsenal, including email, phone, coffee dates, social gatherings, and handwritten notes
- Look for ways you can help your contacts with the professional and personal challenges they face



# Elevator Pitch

## ➤ DON'T

- Go overboard on social media. Be strategic about how you use it.
- Brag about your accomplishments
- Kill yourself trying to network with everyone you've ever met. Keep a running list of relevant contacts and audit from time to time.



# QUESTIONS?

For more information or to schedule an appointment with a career counselor to discuss networking, your LinkedIn profile, resume, cover letter, developing and elevator pitch, and any other job preparation assistance you may need, visit the Career/Transfer Center at Citrus College in the Student Services (SS) Building, Second Floor, or call (626) 914 - 8639.

## **Hours of Operation:**

Monday and Thursday, 8:00 am to 5:00 pm  
Tuesday and Wednesday, 8:00 am to 7:00 pm  
Friday 8:00 am to 4:30 pm



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