

# Networking

## WHY NETWORK?

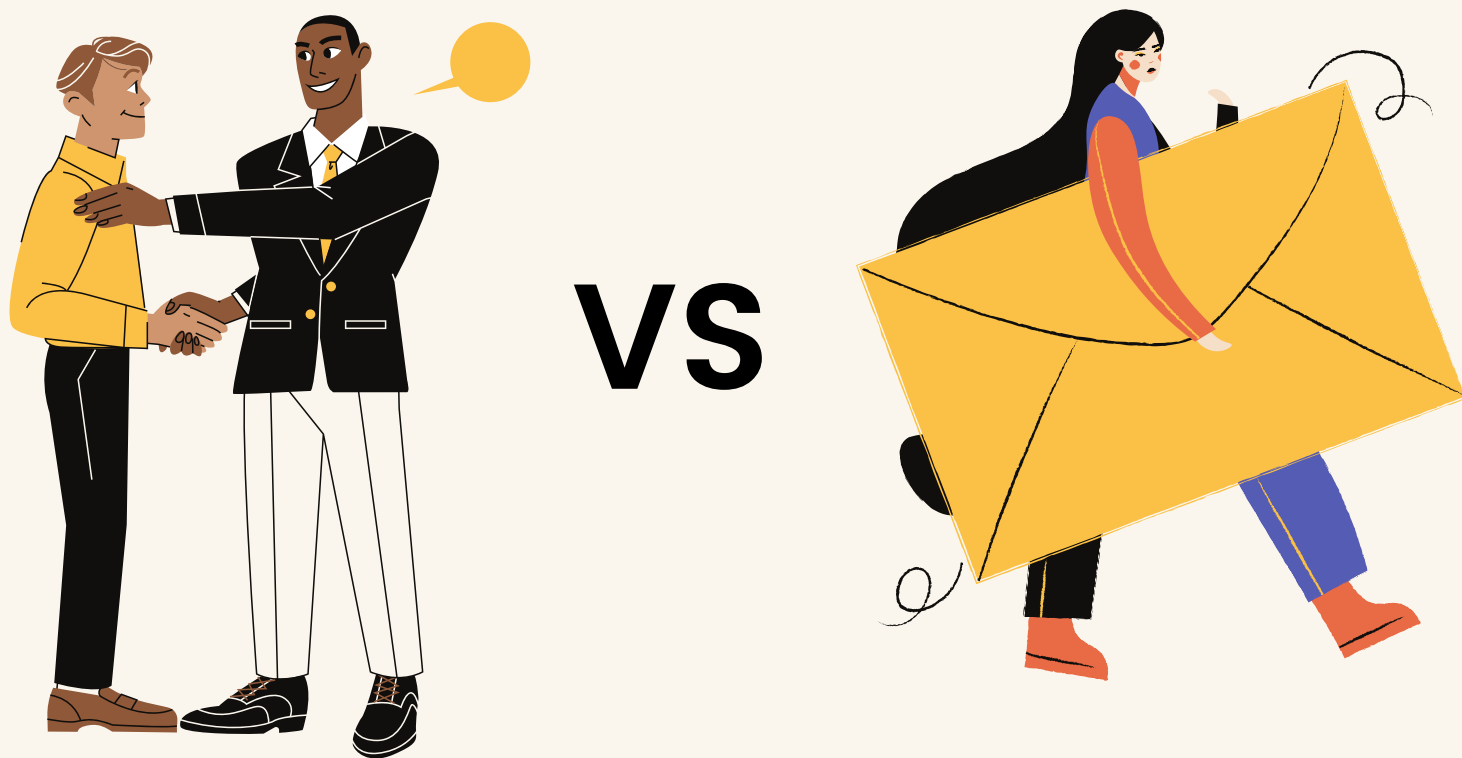
Did you know there is a hidden job market? It is reported that roles are filled without the role being posted on a job search site. How are people landing roles without applying to a job posting directly? The answer is networking! Jobs are shared internally within a company before the company posts the role externally. Companies encourage their employees to tap into their network and recommend candidates in hopes to increase the likelihood of finding the best fitting hire. This is why building professional connections are impactful.

Networking is crucial in assuring a variety of job opportunities are presented to you. It is beneficial to network because of this. It doesn't matter if you are actively looking for a job or not. You wouldn't believe how many people find jobs when they aren't actively looking. This is because someone in their network presented a dream job that they could not pass up.

This section will focus on the different types of networking, how to effectively network, and message templates for you to send to those you would like to add to your network.



# TYPES OF NETWORKING



## MEETING IN-PERSON

Events and conferences are a great way to network with people who have the same interests or work in the same industry as you. If approaching random people seems uncomfortable for you then ask a friend or peer to attend the event with you.

Take your friends, family and peers up when they ask you to attend a gathering with them. Gatherings typically have employed people across various industries attending. Use this as an opportunity to build rapport in a casual setting.

## COLD MESSAGING

A cold message is when you send a message to someone that you haven't personally met or had a previous connection with. The chances of a successful connection are higher if you share a mutual interest with the person. The most common interest to connect on is usually from being an alumni of a specific group. When sending a cold email do not limit yourself to only alumni from the university you attended. Alumni can come from previous companies, student organizations, fraternities, sororities, internships and other groups you may have been in.

# HOW TO FORMAT A COLD MESSAGE

## FORMAT

1. Introduce your name and the shared connection
2. Share why you were interested in connecting
  - a. What interested you most about their background
  - b. What are you currently working on or passionate about
  - c. Why do you feel like they could be of use to your career path
3. A call to action
  - a. Do you want to have a quick phone call?
  - b. Offer an alternative in case their schedule is busy
4. Would send a few questions over email or LI message work?

## EXAMPLE

Hi Sam,

My name is Erin and I saw you were also in the San Francisco State Alumni Group on LinkedIn. I saw your recent LinkedIn post about your current User Research Project and found it really interesting. I am currently looking for a role in User Research. I would love to learn more about your career journey and specifically how you landed your role in User Research. Do you have time for a 15 minute virtual coffee chat in the next few weeks?

P.S. I know this may be a busy time so if sending a few questions over email works better for you then I'm happy to do so.

I look forward to hearing from you. Go Gators!

Best,  
Erin

