



Forward Motion

Career Success: Plan, Process, Results

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LinkedIn

- Whenever you meet a new person, look him/her up on LinkedIn. This allows you to find the person again, and also receive updates about his or her employment situation.
- If you have just met someone you want to connect with on LinkedIn, send an invitation within 24 hours.
- Engage new contacts by joining groups and asking/responding to questions. This will make you more visible on LinkedIn.
- When sending network invitations on LinkedIn, always include a personal note to indicate your connection to the person. It may also be helpful to indicate your goal in connecting with this person.
- Use “Advanced Search” to find people with similar skills to yours, and look at their job descriptions to find positions you might be able to target.
- You can also look at similar data which breaks down your network by industry – make sure you are connecting with people in your industry of interest.
- Search job titles to find companies that hire these positions. Then look up the companies to find people who work there. Connect to them and set up a meeting.
- Click on “Contacts,” then on “Network Statistics” to study the “regional access” of your network, which includes your contacts and the people they are connected to. Look to expand your network in the geographical area where you are searching for a job.

Facebook

- Young people who have grown up with Facebook are increasingly using it for professional networking, but this can be very dicey because of the personal content that Facebook showcases.
- Facebook has about 750 million users, compared to LinkedIn’s 100 million.
- It is possible to separate Facebook friends into “personal” and “professional” lists, and adjust privacy settings to control who sees what on your profile.
- It can be a good idea to join and participate in some groups reflecting your professional interests.
- Post an introduction stating your interest in the group (networking, job-searching), but not an advertisement for yourself, which may be treated as spam.
- Then post links and comments in discussion to make yourself visible.

Meetup.com

- Find events and get-togethers in your area based on professional/personal interests and hobbies.
- You may meet someone who can help your career search.

Brazen Careerist

- Instead of connecting with people you already know, this site helps you meet new people through its “network roulette” tool.
- You can sign up to be paired at random with other people in your career field, then chat online through Gchat or AOL Instant Messenger.
- All users are vetted when they sign up for Brazen, so everyone is there specifically to network and connect with new people.
- Brazen encourages people to think in terms of “what am I looking for?” and “what am I providing?” when they chat with new people, and also to present their ideas and skills rather than experience.

Don’t Neglect In-Person Networking
Notes by Justin Weintraub



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Links

<http://money.usnews.com/money/careers/articles/2011/06/14/how-to-mesh-in-person-and-online-networking>

- This article includes ideas for using LinkedIn and Meetup.com to meet new people and network with people you have already met. It also emphasizes the importance of in-person networking

http://news.yahoo.com/s/usnews/20110622/ts_usnews/aremenbetterthanwomenatonlineetworking

- Includes suggestions for selling yourself on LinkedIn and strategically expanding your network

<http://www.thewisejobsearch.com/2010/07/finding-your-targets-with-linkedin.html>

- Includes tips for targeting jobs and companies on LinkedIn

http://interviewangel.com/blog/template_permalink.asp?id=202

- Tips for personalizing LinkedIn invitations

<http://money.usnews.com/money/careers/articles/2010/11/09/latest-in-career-networking-network-roulette>

- Explains the new “network roulette” feature from Brazen Careerist

<http://jobsearch.about.com/od/networking/a/facebook.htm>

- Explains the risk/reward of using Facebook for professional networking, and has tips for using it effectively

<http://mashable.com/2009/08/14/facebook-networking/>

- Tips about using Facebook for networking, by joining groups related to your professional interests

<https://www.berstin.com/blog/post/2011/06/Monstercom-Launches-BeKnown--Professional-Social-Networking-for-Facebook.aspx>

- Monster.com has just launched BeKnown, an application for Facebook that mimics LinkedIn but uses the power of the Facebook network. Allows people to create a “professional” profile, and use it as if it were LinkedIn