

# NETWORKING AND LINKEDIN

Networking is a very broad term, and can be intimidating, but it doesn't have to be. The goal of networking is to get to know people who can help you with your career pursuits. It is not to simply ask, "Do you have a job/internship for me?" Rather, it is to seek information and resources and offer information and assistance to others.

## Career Tip

Get your own business cards. Visit the Career and Internship Center website to request your cards.

## Career Tip

Practice your elevator speech! Record yourself and view it to hear how it sounds.

**Networking is about building professional relationships and is meant to be a give and take!**  
**Networking is NOT about asking for a job.**

## Getting Started

### Establishing your Network

To get started, you want to establish your "network." These are people you want to speak with regarding your career. Start by thinking of who you know and who your family, friends, professors, friends' families, etc. know. If you brainstorm, you can usually come up with someone in your "network" who is or was in your career field of interest.

For more information about career fairs see page 34.

### Expanding your Network

Now you need to further expand your network.

- Attend Career Expo, career fairs and networking events
- Get involved in activities on campus
- Visit professors during office hours and talk about career opportunities
- Network with others on LinkedIn
- Connect with Siena Alumni (use LinkedIn)
- Read posts, journals, blogs, newsletters to identify industry professionals and follow or contact them
- Join a professional organization
- Attend conferences or events held by the organization

## Career Tip

Make sure all written and oral communication with your network is respectful and professional. Seek advice, not jobs, from contacts.

## ELEVATOR SPEECH



An elevator speech is a short — approximately 30 seconds — but impactful introduction. In an elevator speech you should include your FULL NAME, something significant about your competencies/abilities/experiences and your career interest. An elevator speech should highlight your present (student status), past (past work/internship experience) and future (what are looking for?). Review the Sample Elevator Speech (next column); adapt to your own unique profile.

Practice your speech; you want it to flow. You can break it up to allow the person to introduce him/herself as well.

## SAMPLE ELEVATOR SPEECH

PRESENT

"Hello, my name is Jane Siena. I am a senior English major at Siena College.

PAST

Through my coursework and recent internship, I have developed excellent written communication and teamwork skills. I have just completed an internship with Siena's Communication Department where I worked with the professionals and two other interns to update several social media sites daily.

FUTURE

I am very interested in using my writing and marketing skills to secure an internship/job in a social media position with your company."

### Continue the Conversation

Now that you've introduced yourself, ask some substantive questions. This is where your prior research will help. Ask about their career track, the details of the company, etc. Ask how they could assist you with the goal stated in your elevator speech. Thank them and **ask what you can do for them**. Networking is a two way street! Always ask for a business card and give your own business card (fill out a request form on the Career and Internship Center's website), and afterwards, note on it the date, where you met the person and any pertinent information. Follow up after a conversation. Send a thank you note. Also, send a personalized invitation to connect via LinkedIn.



## INFORMATIONAL INTERVIEWS

Utilizing your network to gather career information is another crucial step. An informational interview, or a career conversation, is a meeting between you and a professional and the goal is for you to learn about the profession. You ask questions about their career/company/industry. The purpose is to gain information; it is not about securing a position.

**Ask for advice and guidance, not a job or internship during an informational interview!**

### Requesting an Informational Interview

You can request an informational interview by calling or emailing. To do so, introduce yourself first – using part or all of your elevator speech. State that you are a student interested in X career, industry or company and ask if they could help you learn about the field.

If they agree, ask to conduct an informational interview with them. Then schedule a convenient day and time for both of you. Be clear whether this conversation will take place in person or virtually and clarify all the necessary details.

Be prepared for an informational interview. Have questions prepared you wish to ask. Also, allow time for general conversation and to offer to assist the interviewee. Be sure to send a thank you note after an informational interview.

### Sample Questions to Ask During Informational Interviews

- Tell me about your career path. How did each position lead you to the next position?
- How did you decide to pursue this career?
- What was your undergraduate major, and how did it help prepare you?
- What other related careers/industries should I explore?
- What is the employment outlook in the field? Is the field growing, shrinking, changing?
- What is the day-to-day work life like?
- What parts of your job do you find the most and least challenging?
- What do you find the most and least rewarding about your work?
- Are there seasons or times of the year that are more or less stressful?
- Could you describe your responsibilities?
- What is the breakdown of time spent: on the computer, with people, traveling, researching...?
- Is this a good field for a young professional to join? Why or why not?
- Why do people leave the field/company?
- Who do you think are the most important people or companies in this industry today?
- What is the average starting salary in this field? How did you get your first position and your current position?

**For a sample informational interview request email see page 40.**

- If you could start all over again, what would you do the same and what would you do differently?
- What qualifications are sought in this field?
- What educational background is necessary for entry level? What about to advance? Is a master's degree needed?
- What can I do to prepare to enter this field? Are there classes you would recommend?
- Please review my resume. How could it be improved to break into this field?
- Do you know of any internships or open positions with your company/organization or do you know of opportunities elsewhere?
- Do you know of any companies hiring right now?
- How would I learn about open positions? Are there specific online websites used in this field?
- What are professional organizations/journals in this field?
- Based on the people you know in the field, what personal attributes are essential for success in this field?
- How can a student/young alum find summer jobs or internships in your field? Are there other means of gaining experience I should try?
- Could you refer me to other professionals with whom I might speak? I do not expect them to find me a job. I am seeking additional information and perspectives. May I use your name?
- Is there a possibility I could do a job shadow with you?

**ALWAYS send thank you notes to the professionals with whom you networked or met for an informational interview.**

**For more on thank you notes see page 41.**



# LINKEDIN

LinkedIn is a PROFESSIONAL networking social media site. It is a very useful site to learn about companies and careers, search job and internship openings and most importantly to network with other professionals. The most common mistake students make is setting up a LinkedIn profile and then not using it.

When setting up your profile, do so completely

- Use the same name you use on your resume
- Add a strong headline
- Develop a professional “About” section
- Use keywords throughout your profile
- Upload a professional photo
- Choose from stock or upload your own banner image
- Include your resume
- Post and respond to posts
- Join Groups, especially the Siena College Alumni and Siena CIC groups

For more profile information see the sample on page 52 and the rubric on page 51.

### Connecting on LinkedIn

After setting up your profile thoroughly, be sure to use LinkedIn for networking purposes. Research and follow companies. Connect with friends, family, supervisors and coworkers, professors, Siena administrators, etc. Then expand your network by using LinkedIn to find professionals in your career field or companies of interest.

When sending a connect request to someone on LinkedIn, always choose the option to personalize the connect message. Possible connections are more likely to accept if you tell them why you want to connect. See the sample below.

### Siena Alumni on LinkedIn

Use LinkedIn to find Siena alumni in all fields, all over the world. LinkedIn makes it easy. After creating your profile, search for Siena College’s page in the “schools” tab. Then click the alumni tab. This will bring you to a LinkedIn searchable database of over 28,000 Siena students and alumni! See screenshot to the right. You can then search for alumni in any field, any geographical area, by major, etc.

Then connect with these alumni via LinkedIn.

### SAMPLE PERSONALIZED CONNECT MESSAGES

#### Connecting with an Alum

Dear John Smith, I found your profile on LinkedIn. As a fellow Siena Saint, I’m hoping you can help me. I am Jane E. Siena, a senior economics major at Siena. I am looking to network with Siena alumni in the field of banking. Would you please connect with me? Thank you.

#### Connecting with a Career Fair Representative

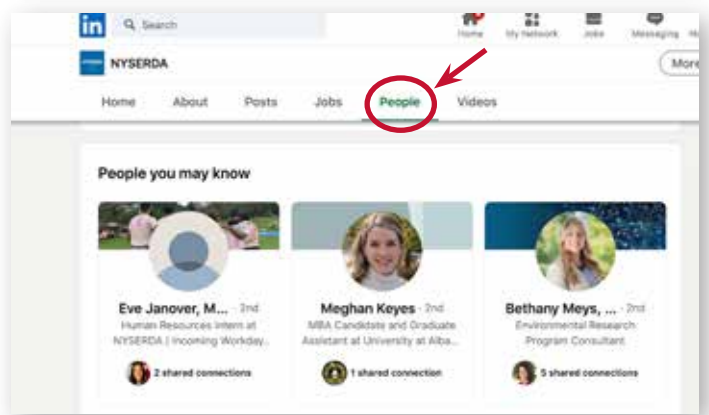
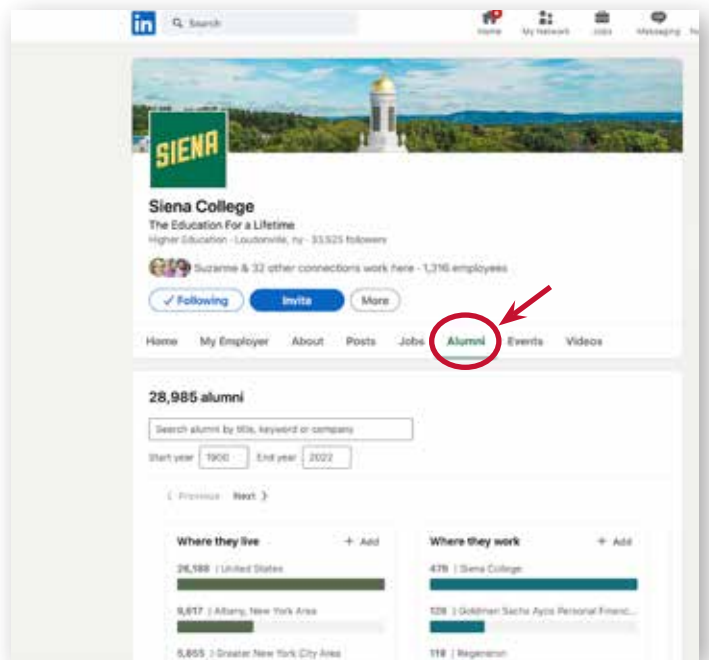
Dear Chris Gibson, it was nice meeting and talking with you yesterday at Siena College’s Career Expo. I was impressed with all you shared about <Company’s Name>. I would like to connect with you as I will be submitting my application soon.

*Career Tip*  
Always send a personalized connect message on LinkedIn

### Other Professionals on LinkedIn

Another way to use LinkedIn is to find people who work at companies of interest to you. Find the company and learn more about it. Use the people tab to locate a searchable database of all employees of that company. See screenshot below. You can see who you know and any mutual connections. Use LinkedIn to prepare for interviews. Look up interviewers on LinkedIn to learn more about them and share that information during the interview.

*Career Tip*  
Make sure all your internet profiles (all social media accounts) are appropriate—something your boss could see and read. Think about your privacy settings as well.



Networking

The Career and Internship Center offers LinkedIn Photobooths — professional photographers taking headshot photos — at the career fairs.





# Using LinkedIn to Find a Job or Internship

LinkedIn is the place for students and recent grads to find jobs and internships. Here are some tips to get started.

2

## Have a strong headline. Get noticed.

Your profile is not the place to be shy! Write a concise but descriptive headline like "XYZ University honors student & aspiring PR associate," "Entry-level creative professional," or "Finance major seeking investment banking internship."



3

## Include keywords.

Recruiters search LinkedIn for candidates. Use the key words and phrases they use. Find examples from job descriptions you're going after, or profiles of people who have the jobs you want, and pepper them throughout the *Summary* and *Skills & Expertise* sections.

4

## Take advantage of student profile sections.

Be sure to complete the profile sections designed just for students, such as *Courses*, *Projects*, *Languages*, *Certifications*, and *Organizations*. Keywords are good here too. Complete profiles get 40x more opportunities!

5

## Talk about all your relevant experience.

Experience doesn't have to be paid or full-time to be on your profile. Your *Experience* section can include internships, extracurriculars, part-time jobs, volunteer work, or projects that have given you real-world skills. You never know what might catch an employer's eye.

10

## Get gutsy.

Don't be afraid to reach out directly to a recruiter on LinkedIn. One strategy is to first apply to a position you want and then send a message to the recruiter who posted the opportunity (you can often find this information in the job posting). Good luck!

1

## Become an expert.

Want to stand out and learn about industries you want to get into? Check out LinkedIn Today's news dashboard and Influencer posts for the top daily headlines, join Groups, and follow new industry-specific "Channels."

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## Build your network.

Grow your network by sending personalized LinkedIn connection requests to everyone you know – friends, family, neighbors, teachers, colleagues, classmates, and more.

8

## Find "ins" where you want to work.

Heard of LinkedIn Company pages? Visit them for organizations you want to work for and see if you're connected to anyone who works or has worked there. And check out LinkedIn's Alumni Tool to see what grads of your school are up to.

9

## Search the Student Jobs Portal.

The Student Jobs Portal is just for you: It has all the entry-level job and internship postings on LinkedIn. Search by job role or review postings from featured companies. Apply for positions and the employer will be able to see your full LinkedIn profile.

7

## Ask your network for help.

70% of jobs are found through networking. Once you connect, send customized messages (no mass emails!) to say you're job-hunting. Ask for advice, an informational interview, or if they know anyone in your desired field. Connect one-on-one and others will be willing to make the effort for you.



## Get a job.

Get going at [www.linkedin.com](http://www.linkedin.com)

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# LINKEDIN PROFILE RUBRIC

INCOMPLETE	DEVELOPING	PROFICIENT	MASTERY
<b>30 SECOND REVIEW</b>			
<i>Goal: Provide a quick but thorough and visually appealing profile</i>			
Profile is incomplete. It is not appealing.	Profile is complete, but not detailed. It is less than appealing.	Profile is complete and provides few details. It's appealing.	Profile is fully complete and has some extra flair. It is very appealing.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>PHOTO</b>			
<i>Goal: Provide a professional headshot and tailored banner image</i>			
Picture is missing.	Picture is not appropriate (casual in nature, group shot or another individual is included, clothing is casual) ♦ Quality of the photo is lacking (focus, contrast, distanced, etc.) ♦ Banner photo is default	Picture is appropriate (business professional headshot, includes one person, clothing is business casual) ♦ Quality of the photo is clear ♦ Banner photo set to default or not relevant	Picture is appropriate (business professional headshot, clothing is business professional) ♦ Quality of the photo is excellent ♦ Banner photo selected is tailored to industry/goal
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>HEADLINE</b>			
<i>Goal: Provide a relevant caption including intended career goal</i>			
Default or current position unrelated to career goals.	Generic listing such as "Student at Siena College" or a non-related position to professional goals (i.e. wait staff, etc.)	Lists specifics (such as major or a related position title)	Lists specifics which connect current position to intended career goals
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ABOUT SECTION</b>			
<i>Goal: Provide a summary that encapsulates primary skills, validated through experiences</i>			
No content included	Content includes superficial material (such as "Hi my name is") ♦ Only basic skills listed	Content describes current status, skills, competencies and/or interests with limited validating experience ♦ Career goals or interests may not be evident ♦ Is somewhat customized, but is lacking detail	Content describes current status, relevant skills, competencies and/or interests with validating experience noted (i.e. internships, student leadership roles, campus activities etc.) ♦ Career goals or interests are clearly included and connect background and current experience to future goals ♦ Is customized and provides details
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>EDUCATION</b>			
<i>Goal: Provide relevant educational information and activities</i>			
Crucial content is missing	Most content is included	All appropriate content is included ♦ Some items require clarification (i.e. abbreviations)	All appropriate content is included and presented with clarity
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>EXPERIENCE</b>			
<i>Goal: Provide complete employment information including detailed description of tasks, accomplishment and skills</i>			
Crucial content is missing: Company/ Organization Name, Title, Location, Dates ♦ No bullet points or descriptions included	Most content is included: Company/ Organization Name, Title, Location, Dates ♦ Bulletpoints/descriptions do not clearly outline tasks and accomplishments ♦ No inclusion of skill development ♦ Some inconsistency with formatting	All appropriate information included: Company/ Organization Name, Title, Location, Dates; some items require clarification (i.e. abbreviations.) ♦ Bullet points/descriptions clearly outline tasks and accomplishments ♦ Some skill development noted ♦ Consistent formatting	All appropriate information included: Company Name/Organization Name, Title, Location, Dates; items presented with clarity ♦ Bullet points/descriptions precisely outline tasks and duties ♦ Consistently include skill development ♦ Consistent formatting
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ADDITIONAL SECTIONS</b>			
<i>Goal: Provide additional relevant information such as Featured, Licenses &amp; Certifications, Activity, Volunteer, Skills, Accomplishments, Recommendations, Interests</i>			
No additional sections included	Limited additional sections and content included	Several additional sections and content included to further validate skills, interests, accomplishments and abilities	Many additional sections and content included to further validate skills, interests, accomplishments and abilities ♦ Featured section includes a document or video
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>SPELLING/GRAMMAR/TONE</b>			
<i>Goal: Provide a profile demonstrating professional writing and attention to detail</i>			
Numerous errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation ♦ Language is unacceptable/unprofessional throughout profile	Some errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation ♦ Language is acceptable/professional throughout profile	Few errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation ♦ Language is engaging as well as acceptable/professional throughout profile	No errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation ♦ Language is positive and engaging as well as acceptable/professional throughout profile
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>OVERALL RATING</b>			
<b>INCOMPLETE</b>	<b>DEVELOPING</b>	<b>PROFICIENT</b>	<b>MASTERY</b>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTES:

# SAMPLE LINKEDIN PROFILE

Use a photo that is professional — includes only you and you are dressed professionally.

Your headline should be unique—what you are excited about, what you want to do in the future or your current title.

You can add background photographs to make your profile stand out

Make sure to customize your URL in your public profile section.

For a LinkedIn Profile rubric see page 51.

Use the Featured section to include your resume, a paper or article you have written or other important work.

Completely fill out each section in the profile to demonstrate your attention to detail.

Join groups and follow companies/organizations of interest to you. Remember everyone can see your groups.

**About**

I am an adaptable, outgoing and hard working Marketing professional with concentrations in Digital Marketing and Integrated Marketing Communications in the Albany, NY area. I have an extensive amount of experience in the Marketing industry specializing in blog writing, website development, videography, content creation and social media management. I enjoy working on challenging tasks and collaborating with my peers an ...see more

**Experience**

**Marketing Specialist**  
Blinski Sausage Co - Full-time  
Jun 2022 - Present - 2 mos  
Cohoes, New York, United States  
helped me get this job

**Digital Marketing Consultant**  
Freelance, self-employed - Freelance  
Jun 2020 - Present - 2 yrs 2 mos  
Western Massachusetts  

- Develops websites while incorporating Search Engine Optimization strategies
- Designs graphics to generate higher social media presence ...see more

**Employer Branding and Marketing Communications Intern**  
Synecos Health - Internship  
May 2021 - May 2022 - 1 yr 1 mo  

- Conducts research in a Talent Acquisition focused atmosphere based on early talent efforts
- Developing a marketing plan for organization's Employee Resource Groups ...see more

**Real Estate Admin**  
Team 413 - Part-time  
Feb 2021 - Oct 2021 - 9 mos  
East Longmeadow, Massachusetts, United States  

- Made social media graphics for all platforms
- Identified the individual needs of each agent and made them different marketing too ...see more

**Phonathon Student Caller**  
Siena College - Part-time  
Feb 2020 - Jan 2021 - 1 yr  
Albany, New York, United States  

- Contacts alumni and donors from across the country updating contact information and asking for donations for upkeep with Siena College's campus life ...see more

Show all 8 experiences →

**Education**

**Siena College**  
Bachelor's degree, Marketing  
2019 - 2022  
Activities and societies: Siena College Marketing Association Executive Board Member; American Marketing Association Coordinator, Alpha Mu Alpha, Club Field Hockey, Leadership Develo ...see more

**Assuntnuck Community College**  
Dual Enrollment  
2020 - 2020

**Springfield Technical Community College**  
Dual Enrollment  
2019 - 2019

Show all 4 education →

**Courses**

**Consumer Behavior**  
Associated with Siena College

**Digital Marketing**  
Associated with Siena College

**Experimental Video**  
Associated with Siena College

Show all 14 courses →

**Honors & awards**

**Alpha Mu Alpha**  
Issued by American Marketing Association - Apr 2022  
National marketing honorary society in recognition of outstanding scholastic achievement in the marketing discipline

**Presidents List**  
Issued by Siena College - Jan 2020

**Deans List**  
Associated with Siena College

**Languages**

**English**  
Native or bilingual proficiency

**French**  
Elementary proficiency

**Organizations**

**American Marketing Association**  
Sep 2020 - Present

**Interests**

Influencers Companies Groups Schools

**Ben Francis**  
CEO & Founder of Gymshark.  
35,286 followers

Siena should be the first school listed. You can include study abroad institutions and other schools from which you earned a degree after Siena.

Similar to — but not a duplicate of — your resume list past work experience and a few of your personal accomplishments. You can include photos or videos.

Take advantage of the “About” section. This is how you grab the reader’s attention. Keep it short, but make it impactful. Don’t start with “hi” or restate anything noted above (such as name or title).

Be sure to join the Siena College Alumni group to make it easier to connect with Siena alumni.