

Networking Online

Basis of Networking

- ★ Networking is like car insurance — you need to have it before a crisis arises.

Networking Online

- ★ Let your connections know if you are looking for a job.
- ★ Social media makes it easy to keep in touch with old connections as well as make new ones.
- ★ The top social media platforms for job seekers include LinkedIn, Facebook and Twitter.
- ★ Search for jobs on Twitter using #jobs or #mnjobs.
- ★ LinkedIn groups are a great way to connect with people in your profession.

Do's and Don'ts of Online Networking

- ★ **Do** customize a LinkedIn request to make new connections.
- ★ **Don't** spam your contacts with lots of posts.
- ★ **Do** be selective about who you connect with on social media.
- ★ **Don't** add everyone online. Strike a balance of quality and quantity.
- ★ **Do** engage in organic conversations started by others online.
- ★ **Don't** leave anything out when completing online profiles.
- ★ **Do** stick to sites that make sense for you.
- ★ **Don't** veer off topic. Be consistent with your look and content.
- ★ **Do** pay it forward and help others in their job search.