

ESSENTIAL CAREER RESOURCE

# HOW TO HELP STUDENTS **NETWORK**

## INTRODUCTION

### HOW YOU CAN HELP STUDENTS NETWORK

80-85% of jobs are found through networking, yet many students don't know how to network effectively. As a coach, you can help them build their networks by:

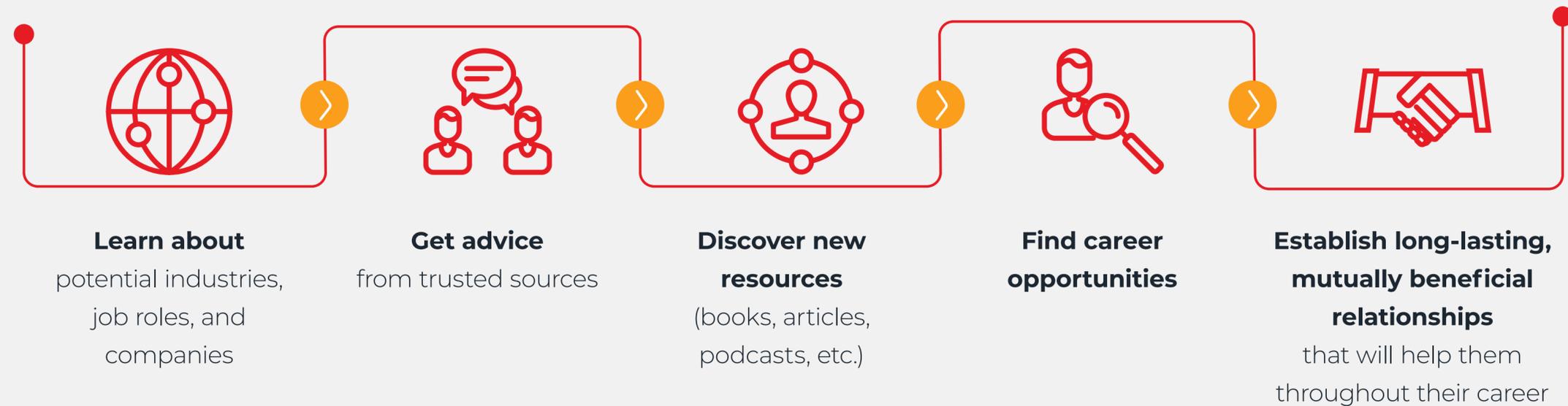
- I. Helping students understand the importance of networking
- II. Coaching them through the processes of:
  - a. Whom to network with
  - b. How to conduct informational interviews
- III. Building your own network so you can refer students to relevant people



## NETWORKING

### THE IMPORTANCE OF NETWORKING

If 80% of jobs are found through networking, then 80% of time spent on the job search should be spent on networking. And network building takes time, which means students need to start NOW. Yes, even during a pandemic. Network building helps students to:



## NETWORKING



### Whom to Network With

## COACHING STUDENTS THROUGH THE NETWORKING PROCESS

### WHOM TO NETWORK WITH

Many students think of networking as synonymous with big professional networking events; they don't realize they can actually network with people they already know, or that they can network virtually, without the big events. You can support them by:

- 1 Helping them brainstorm people within their existing network
- 2 Showing them how to find people outside of their network
- 3 Helping them set concrete goals and milestones

# NETWORKING



## Whom to Network With

# COACHING STUDENTS THROUGH THE NETWORKING PROCESS

## WHOM TO NETWORK WITH

### Brainstorming people within existing network

Ask the student the following questions. See if they can identify at least 3 people to start networking with.

- Do you know anyone in your target industry / job function / role?
- Who are some people you admire?
- Do you have any mentors (current or former)?
- Which professors (or guest lecturers) do you like or connect with?
- Any classmates, alumni or friends with interesting experiences?
- Do you know any “connectors” or “social butterflies” that just know a lot of people?
- Who are some of the smartest people you know?

### Finding people outside of your network

To help students expand their network, ask if they:

- Know how to find alumni (from home university or ALA)

#### On LinkedIn:

Go to Search › People › All Filters › Filter by School

- Have tried searching LinkedIn for people in target jobs/industries/companies
- Have you researched any professional organizations/clubs/associations

### Setting concrete goals and milestones

Networking takes time, which means students need to prioritize it. Have them commit to a concrete goal before leaving your meeting. For example:

- Reach out to first 3 contacts by X date
- Conduct 2 informational interviews per month
- Schedule 2 hours per week to focus on networking

# NETWORKING



## Informational Interviews

### COACHING STUDENTS THROUGH THE NETWORKING PROCESS

#### INFORMATIONAL INTERVIEWS

If a student has never conducted informational interviews, it's your job to prepare them. Walk them through the process of:



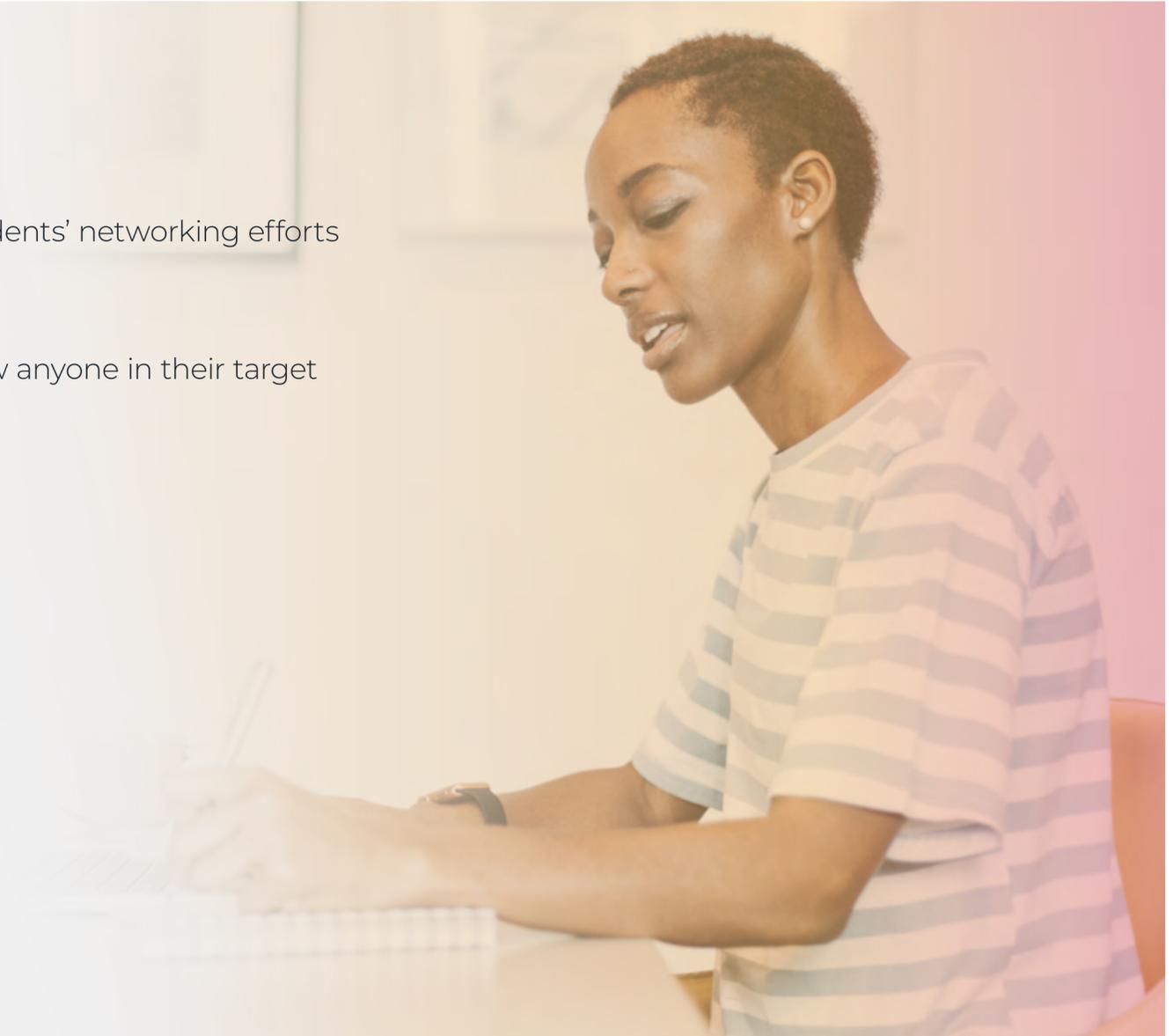
See the Informational Interview Fact Sheet for details on each of the steps above.

## NETWORKING

### BUILD YOUR OWN NETWORK

Perhaps the single greatest thing you can do to support students' networking efforts is to continue building your own network.

This will be especially important for students who don't know anyone in their target industries/jobs/companies.



## NETWORKING

### BUILD YOUR OWN NETWORK

➤ **KEEP AN EYE OUT FOR STAND-OUT INDIVIDUALS IN A VARIETY OF INDUSTRIES**

When you find one, ask for a video chat to learn more about what they do. At the end of the conversation, ask if it would be okay for you to refer students to them.

➤ **BE PRO-ACTIVE**

If there are industries where you don't currently have contacts, seek them out on LinkedIn, and follow the steps in point 1 above.

➤ **ATTEND ONLINE EVENTS**

Even if you're tired of webinars and virtual meetings, push yourself to attend online events with a lens of "who here might be a useful resource for my students?" If you like the facilitator, or even other participants, again, reach out to them, following the steps in point 1 above.

➤ **PRIORITIZE IT**

We know you're busy, and that if it's not scheduled, it's not likely to be done. Block off 30-60 minutes on your calendar per week to focus on building your network (perusing LinkedIn, searching for upcoming events, reconnecting with colleagues, etc). Set a recurring calendar reminder now!

For more tools and resources, check out the Baobab course: [How to Build a Professional Network](#)