Networking On Line and In Person: LinkedIn and the Barnard Alumnae Network

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Networking

- Building and maintaining relationships
  - Organic process
  - People have always gotten jobs through networking
    - Now more than ever

- On line and in person
  - On line tools have made it much easier to find and stay in touch with people
    - Those you know, those you don’t
  - In person connections are often (still) more powerful
    - Meeting someone face to face often leads to her or him being more invested in your career and job search
  - Should complement each other
Using social media for networking

- Low risk activity with the potential for a high reward
- Search tools make it easy to locate people in your field
- Follow up is key
- Quality over quantity
Your Barnard Network

- We’ll use Barnard as a case study, to demonstrate various facets of LinkedIn and other networking tools

- Most of the tools and strategies can then be applied to your other connections
  - former managers and colleagues from jobs, internships, and volunteer work
  - fellow high school and graduate school alumni
  - family and friends
The Strength of the Barnard Connection

- **Numbers**
  - concentration in greater NYC area
  - camaraderie in regions away from New York

- **The Barnard bond is strong**
  - take advantage of that, and don’t hesitate to reach out based on your common experience

- **Women helping women**
  - many alumnae are committed to strengthening women’s advancement via networking
  - many were helped themselves by Barnard connections and mentors, and are happy to ‘pay forward’ that support
Barnard Connections on LinkedIn

LinkedIn will generate suggested contacts based on Barnard and other aspects of your profile

- Look at the suggested profiles, if open
- Look at contacts you have in common
- To connect or not?
Contacts

Steadily add contacts on a regular basis, from all of your different networks

- Pull out old yearbooks, class lists, address books and staff directories to jog your memory
- Consider which Facebook friends you might want to connect with on LinkedIn as well
- Search for friends and colleagues, past and present, and send a customized connection request
Groups on LinkedIn

- Groups on LinkedIn are discussion groups
  - members post questions, topics, promotions of interest
  - others reply
- Most LinkedIn members belong to a combination of alumni based groups and professionally based groups
- Read a group’s profile page
  - Click “Join” if interested
  - If the group name has a padlock symbol next to it, your request will be reviewed first
Finding and Joining Groups

- Search for groups of interest to you
  - White search bar at top of each LinkedIn page
  - Change gray drop-down menu on left to “Groups”
  - Type in key words, such as “Barnard” or “film”

- As you look at people’s profiles, especially those in your field of interest, note what professional groups they belong to, and consider joining those as well
Barnard Groups on LinkedIn

- Join Barnard related groups on LinkedIn
- Barnard College Alumnae and Affiliates is the largest group (over 5,600 members)
- Career Development Alumnae Network
  - Newer “opt in” group for alumnae willing to connect with current students
- Columbia University, Seven Sisters, Ivy League also have groups you may want to join
Finding New Barnard Connections via LinkedIn

- Advanced Search option
- Alumni tab
- Search Barnard groups
Method 1: Advanced Search

The Advanced Search option is found to the right of the general search bar at the top of any page on LinkedIn

- Select

- Along the left side, enter Barnard College as school name, then fill in key word(s), a company name, and/or other criteria

- LinkedIn will bring up a list of members who have both Barnard and that company or key word in their profile

- View profiles; follow up with those with whom you wish to connect
Method 2: Alumni Tab

The Alumni Tab will drop down from the “My Network” menu at the top of any LinkedIn page

- If necessary, enter Barnard in the “change university” drop-down at the top right
  - LinkedIn defaults to your most recent school attended
- Adjust “years attended” tabs to narrow your search
- Browse and click through the “Where they/What they..” columns
- Scroll down to see thumbnails of various alumnae and how you’re connected
- View profiles; follow up with those you wish to connect to directly
Method 3: Search Barnard Groups

- Select “Groups” under Interests menu
- Choose a group
- To search the Discussions, enter key words in the search box located upper right
  - Look at profiles of alumnae who posted to the discussion, reach out to them if you wish
Barnard Alumnae Network

- Electronic community accessible via Barnard Alumnae Website

- Events, profiles, news, etc.

- Access to alumnae database for networking purposes
  - database is continually updated
  - search tool is less refined than on LinkedIn
Using the Barnard Alumnae Network to network

- Go to barnard.edu/alumnae
- Choose “Alumnae Directory” from the Alumnae Network menu
- Log in
- Choose ‘Careers’ from the top bar menu
- Choose ‘Career Tools’ from the left margin menu
- Click on “search the network for...” (center of page near top)
Using the Barnard Alumnae Network to network

Finding Alumnae in Your Field

- Start broad: narrow if numbers are prohibitive
  - you may need to think broadly about your search terms

- Icons
  - look for blue envelope and business card at minimum
  - mentoring icon a plus
  - more than two icons show higher level of engagement on site

- Use Google or LinkedIn to check on current employment and locate direct business email
  - or, send email via Barnard forwarding system

- Send an email and request an informational interview
Reaching Out to Alumnae

- Email introduction from someone you know in common
- Email directly
- LinkedIn connection request
- Make your email or message:
  - Succinct
  - Introduce Barnard connection right away
  - Ask for something concrete
    - Informational meeting/interview
    - Advice
    - NOT a job or job lead! (that comes later, if appropriate)
    - Don’t attach resume yet
In Person Networking Opportunities

- Events related to the field
  - Lectures, panels
  - Networking/speed networking events
  - Meetup.com

- Barnard, Columbia events (other colleges and organizations as well)
- Barnard Regional Clubs and Events
- Join professional organizations
  - Meetings
  - Conferences
  - Mini-conferences
  - Volunteer roles

- Volunteer work
- Don’t forget your dentist, hairdresser, bartender, etc. ~ friendly, chatty people who meet all types!
In Person Networking Opportunities

- Talk to fellow attendees
- Live tweet the event, using the event hashtag
- Introduce yourself to panelists, speakers
- If you’re uncomfortable in large groups, ask ahead about volunteering for a specific role at the event
- Trade business cards/contact information
- Follow up within a day or two
  - Connect on LinkedIn
  - Ask for something specific (advice, informational interview)
Informational Meetings/Interviews

● Ask about her first
  ○ What she does, how she got there
  ○ What she most likes about her job/field
  ○ Challenges in her work
  ○ Where she sees the company/industry/field going

● Discuss your plans, what you’re looking for
  ○ Ask her advice on some specifics
    ▶ titles you should apply to
    ▶ salary ranges

● They may offer to refer or connect you to others
  ○ Say yes!
  ○ If not, ask for advice on other organizations or people to contact
Following Up

- Always send a thank you
- Send a request to connect on LinkedIn if you haven’t already done so
- Let them know once you get a job or make your change
Maintaining your relationships

- Occasionally follow up with updates about yourself and to check in with them.

- Occasionally pass on articles, events and other information that may be of interest.

- Remember to post regularly on LinkedIn and participate in your groups.

- When you hear of contacts getting promotions, publishing, switching companies, etc. congratulate them and follow up to see how it is going.

- Always be ready and willing to provide resources and assistance for others.
Next Steps

- Next in the workshop series
  - Planning and Executing Your Successful Job Search
  - Interviewing: Best Practices to Get the Job
  - Know and Grow Your Worth: Negotiation the Job Offer and Managing Your Ongoing Professional Development

- Counseling appointments
  - Call 212-854-2033 to make an appointment
  - Wait for appointments can be up to two weeks
QUESTIONS?