

NETWORKING



Find the Hidden Job Market

- The hidden job market is a term used to describe jobs that aren't advertised or posted online.
- As an alternative of posting a job opening, employers are opting for other options such as: hiring internally, using a staffing firm or headhunters and relying on referrals from current employees.

The Job Market Visible Market 15% Hidden Job Market 85%

Understand a Network

- Networking is simply the process of building positive, valuable relationships, either by making a connection with someone in person or online.
 - You already have a network!
 - Social/Personal friends & family
 - Professional past employers & clients
 - Virtual LinkedIn, Facebook & Meetup

Build Your Network

- Expand your network connections and share your professional goals.
 - Attend networking functions such as career fairs & community events
 - Be social and introduce yourself to people you do not know
 - Practice your elevator speech
 - Update or create your social networks

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Don't sit down and wait for the opportunities to come. Get up and make them

- Madam C.J. Walker

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Maintain Your Network

- Stay organized and keep track
 - When/Where did you meet?
 - · What did you discuss?
 - Was there a promise/follow up?
- Time management
 - You can actively incorporate networking into your job search

Where to Network

Professional meetings, conferences or conventions

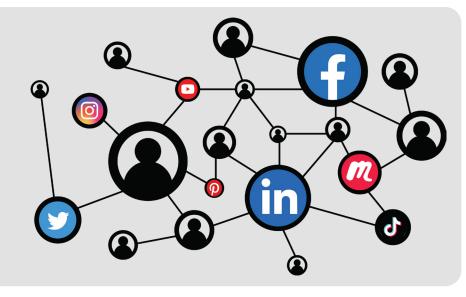
Community activities

Social media platforms
ie: LinkedIn/Facebook/Twitter

Business vendors

Online groups: Meetup.com

Friends, family & social groups









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Utilize Tips & Tricks

85%

Prepare & practice an **Intro/Elevator Speech** for interviews or networking events.

of jobs are secured Create a system to be organized. 2. via Networking Ask questions and listen. Do not be afraid to start a conversation. U.S. Bureau of Labor & Statistics 2020 Ask for help. Clearly tell those that you contact that you are **seeking information and advice**. Making connections online can be an effective networking strategy. Maintain an active profile on online sites. Be aware of your online presence. Some employers will check your online presence so be sure to present a positive online image. **Research and prepare** in advance before meeting and getting to know contacts. Join 2 relevant networking groups & make 5+ connections a week on Linkedln. 8. Set up at least 2 informational interviews a month. 10. Stay in touch with your network and keep networking. For a complete list of no-cost services, upcoming **NOTES** events, and our locations, visit our website.