University of East London

Your Future Summer School Challenge

SCHOOLS

SUMMER

University of East London

Pioneering Futures Since 1898

UEL Summer School Intro to Networking

Kayleigh Gibson

Career Coaching Manager

k.i.gibson@uel.c.uk

People vector created by pch.vector - www.freepik.com

Careers and Student Enterprise

What is networking?

Networking

The action or process of <u>interacting</u> with others to exchange information and develop professional or social contacts.

- Connect with others in your industry
- Learn new skills
- Discover opportunities
- Build connections and valuable relationships
- Exchange important information

Networking Examples

What kind of contacts would be most helpful & how do you feel about starting to connect with people?

University of East London

Pioneering Futures Since 1898

Careers and Student Enterprise

MYTH 1 – I DO**N'T** NEED TO DO THIS

Finding the WHY

You've probably heard this all before...

75% of jobs are NOT filled through job postings

Employers hire in this direction

People look for jobs in this direction

- Advertisements & Job Boards
- Recruitment Agencies
- Professional Organisations
- Networking / Word of Mouth
- Contacts from existing staff
- Internal promotion / lateral move / temps / consultants

You've probably heard this all before…

93% of Business to Business marketers feel that LinkedIn is the best place online to win leads
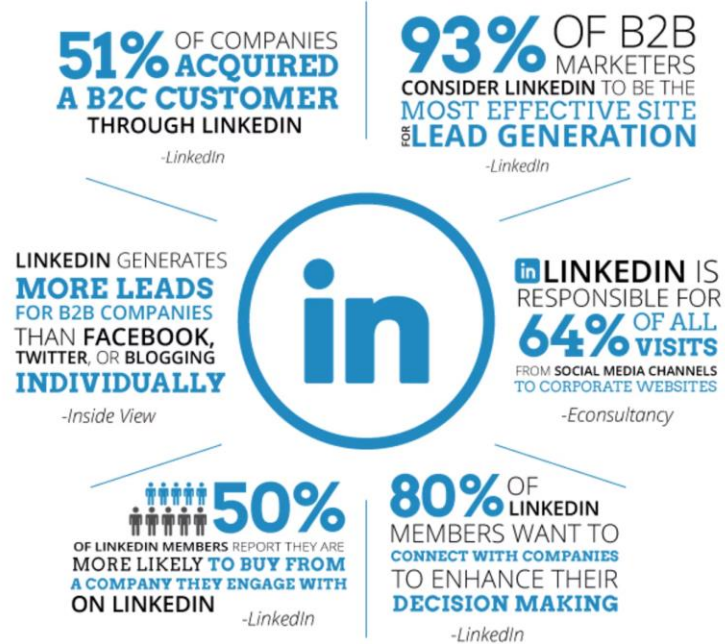
51% OF COMPANIES ACQUIRED A B2C CUSTOMER THROUGH LINKEDIN
-LinkedIn

93% OF B2B MARKETERS CONSIDER LINKEDIN TO BE THE MOST EFFECTIVE SITE FOR LEAD GENERATION
-LinkedIn

LINKEDIN GENERATES MORE LEADS FOR B2B COMPANIES THAN FACEBOOK, TWITTER, OR BLOGGING INDIVIDUALLY
-Inside View

LINKEDIN IS RESPONSIBLE FOR 64% OF ALL VISITS FROM SOCIAL MEDIA CHANNELS TO CORPORATE WEBSITES
-Econsultancy

50% OF LINKEDIN MEMBERS REPORT THEY ARE MORE LIKELY TO BUY FROM A COMPANY THEY ENGAGE WITH ON LINKEDIN
-LinkedIn

80% OF LINKEDIN MEMBERS WANT TO CONNECT WITH COMPANIES TO ENHANCE THEIR DECISION MAKING
-LinkedIn

Social media is the preferred platform of 30% of online shoppers.

The top social media networks that online shoppers use for direct purchases are:

FACEBOOK 19%
TWITTER 10%
INSTAGRAM 9%
PINTEREST 7%
SNAPCHAT 5%

Source: BigCommerce, MarketingWeek
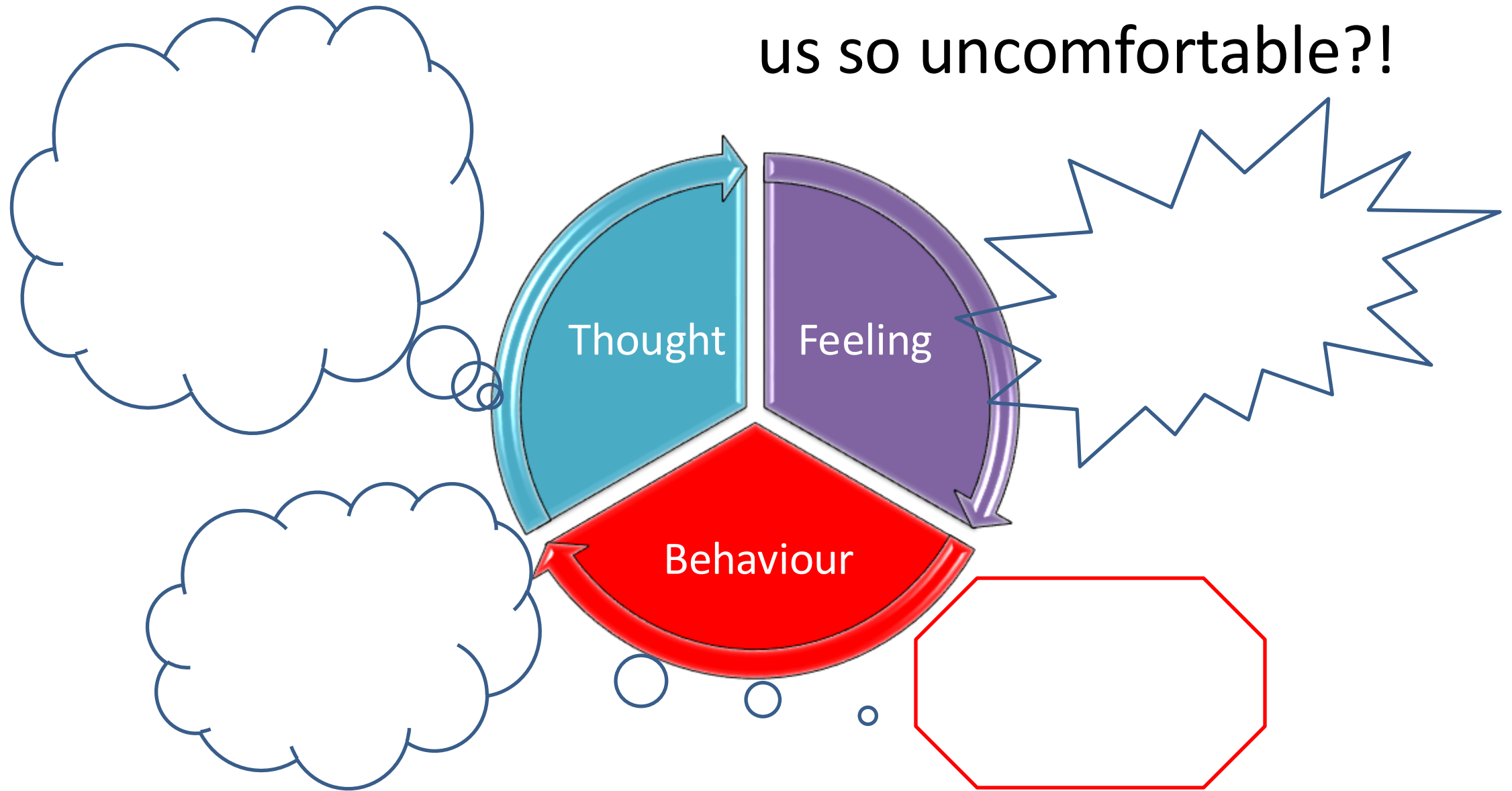
FinancesOnline REVIEWS FOR BUSINESS

Careers and Student Enterprise

MYTH 2 – I DO**N'T** LIKE DOING THIS

Understanding how to break the cycle of avoidance

University of East London
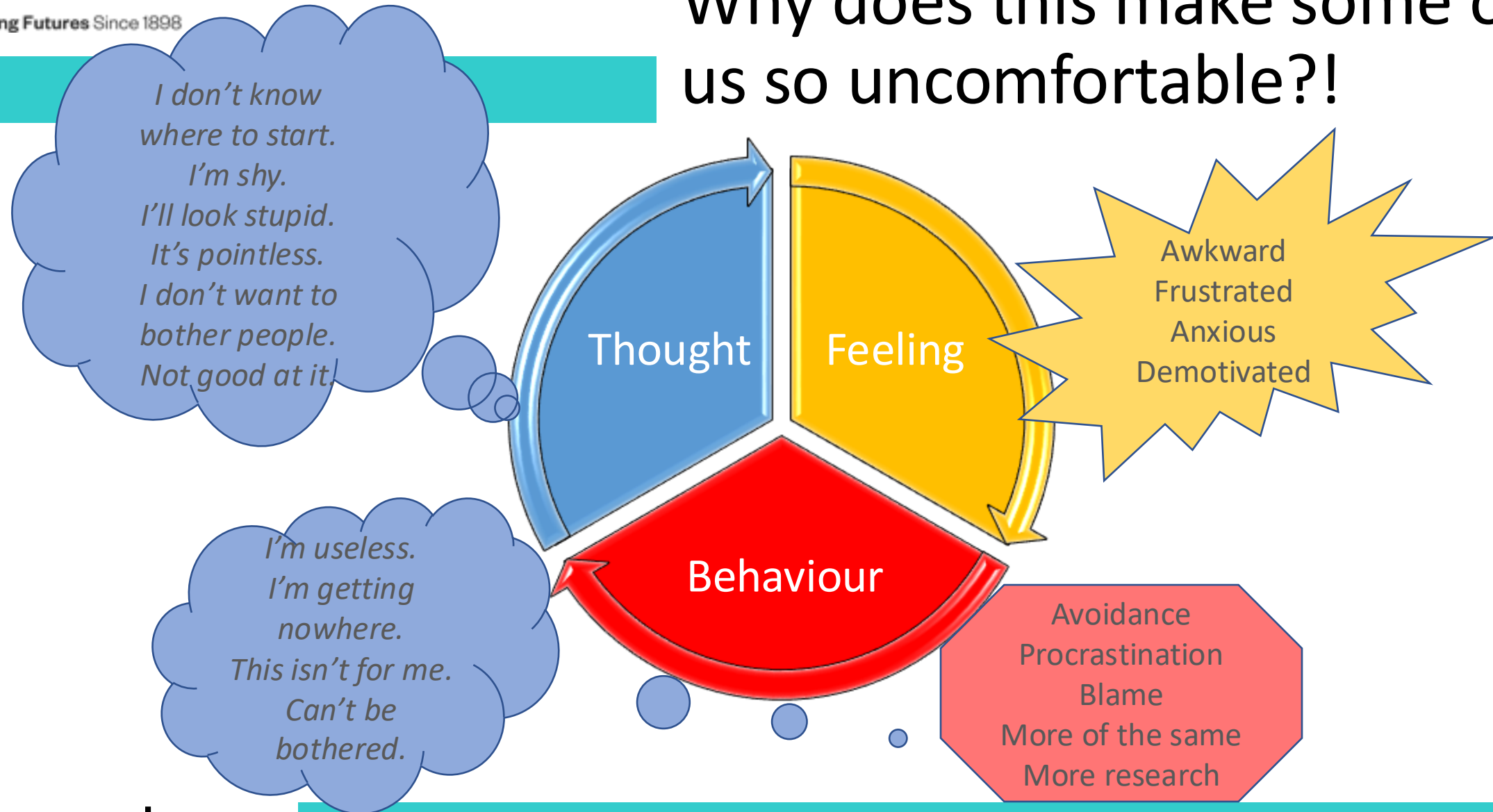
MYTH 3 – I DON'T KNOW ANYONE TO CONTACT

There are always more people in your network than you think

University of
East London

Your network is bigger than you think!

What conversations could you have that will get you closer to the employers/ clients/ collaborators or influencers you want to reach?

University of East London
Pioneering Futures Since 1898

Careers and Student Enterprise

Their friends / colleagues / family

Their friends / colleagues

Their professional networks / industry contacts

Friends

Extended family

Lecturers & Course-mates

YOU!

Current / Past colleagues

Sector contacts (speakers, mentors, recruiters, influencers, practitioners)

Their current/ past colleagues & social media connections

Their professional networks / industry contacts

Where can you connect with people from your sector?

Introductions – academics / peers / colleagues / personal contacts

Events – UEL / Professional bodies / Eventbrite

Search Linked In – job title/ alumni / organisation then contact via LI or email if you can

University of East London

Pioneering Futures Since 1898

Careers and Student Enterprise
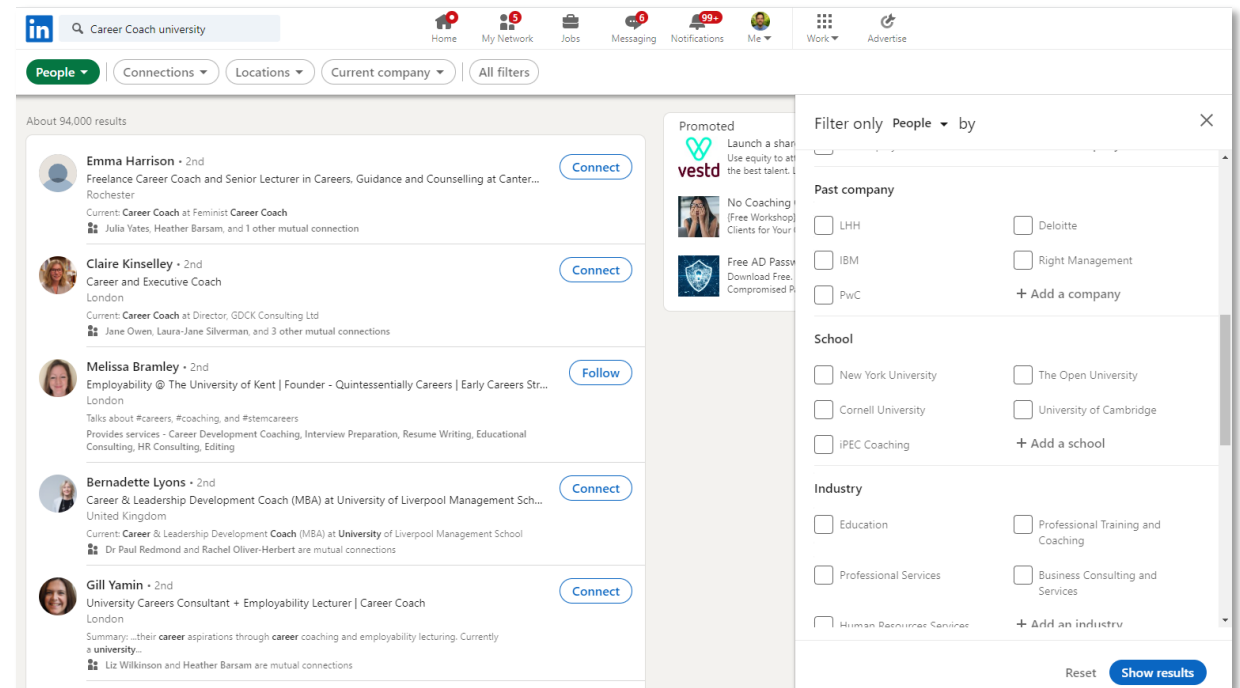
MYTH 4 – THEY DO**N'T** WANT TO HEAR FROM ME

Realising that most of the time people are only too happy to hear from you and help out

University of East London

You have more to offer than you think…

University of East London
Pioneering Futures Since 1898

Careers and Student Enterprise

MYTH 5 – I DO**N'T** KNOW WHAT TO SAY

Find the most relevant point of connection

University of
East London

![University of East London — Pioneering Futures Since 1898]

What have you got in common?

Connecting in person

What stands out as a talking point – speakers / location / food / travel?

What research can you do about attendees before or after?

Are you better one on one or in a group?

Try letting people come to you?

Connecting online

Do you know anyone in common? Could they introduce you?

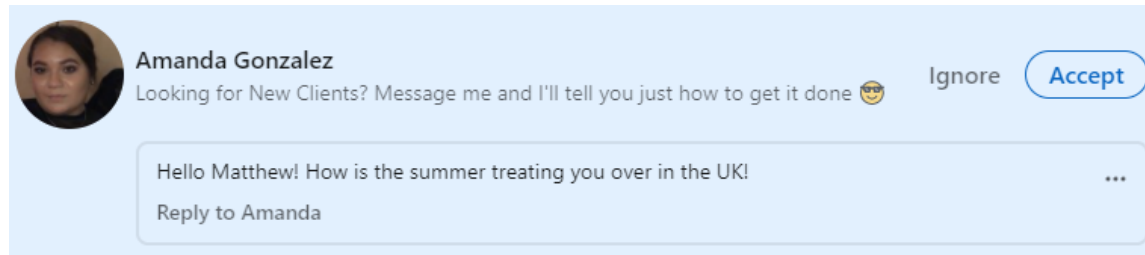Did they study @ UEL or a similar course?

Does your dissertation cross-over with their work?

Have they spoken at an event or put out any content you liked?

Is there anything about their work / career path that you admire?

Careers and Student Enterprise

How to present yourself

ONLINE

Amanda Gonzalez

Looking for New Clients? Message me and I'll tell you just how to get it done 😎   Ignore   Accept

Hello Matthew! How is the summer treating you over in the UK!

Reply to Amanda

- Who are you (if relevant)….e.g. *I am a fellow UEL performing arts graduate*

- What is the connection…e.g. *Jane Smith recommended I get in touch/ I read your blog on y*

- What is your request… e.g. *Would you have 20 mins to share your experience & advice for someone starting out*

IN PERSON

What brings you here?

…I'm doing a Postgrad in x and looking at how I can leverage my degree and experience in y

Careers and Student Enterprise

And remember folks…

PEOPLE ARE REALLY BUSY. Don't be surprised if you don't hear back. Most of the time you will need to send a polite reminder and you may only hear from 10-20% of people you contact. Don't pin your hopes on any one contact.

BUT…

The odds of getting a response might feel low, but research shows we significantly underestimate the willingness of others to help us — by more than 50%.

When I asked a senior executive why he responded to younger people, he echoed a common refrain:
"They simply asked and followed up … most people don't. I find it very hard to say no to a sincere, well thought-out request, especially when it is about something concrete and simple, like making an introduction."
[Harvard Business Review, 2019]

**Careers and
Student Enterprise**

DO'S & DON'TS

✓ Be yourself, don't pretend to be something you're not

✓ Be authentic and honest

✓ Be polite

✓ Be specific in what you request

✓ Be persistent but considerate

✓ Keep track of conversations, follow up after

✓ If at first you don't succeed, keep trying

X Be afraid to be enthusiastic with your praise & appreciation

X ...BUT don't be fake

X Forget they will look at your online presence to check you out

X Be too wordy (keep in short & sweet)

X Make any typos

X Ask for a job

Careers and Student Enterprise

Your challenge for today...

For your Upcoming UCAS Fairs or Open Days

- Identify 1-2 contacts you would like to speak to / reach out to

- Create your Introduction
  - Who are you?
  - What are you currently studying?
  - What would you like to study at University?

- Create your Questions/ Request
  - What would you like to know?
    - Information?
    - Opportunities?
    - Services?

University of East London
Pioneering Futures Since 1898

Careers and Student Enterprise

Useful articles

You have more to offer than you think : https://www.forbes.com/sites/dawngraham/2018/11/14/the-secret-to-getting-more-responses-to-your-networking-requests/

Networking for non-networkers : https://medium.com/rocket-startup/thoughts-on-genuine-networking-from-a-quiet-software-developer-33f88b492968

Strategies for more effective social media approaches : https://hbr.org/2019/12/how-to-network-with-powerful-people

How to be a fan of someone's work without being creepy : https://www.themuse.com/advice/how-to-tell-people-youre-a-fan-of-their-work-without-being-creepy

Thorough, thoughtful overview & guide to networking : https://www.helpguide.org/articles/relationships-communication/job-networking-tips.htm

**Careers and
Student Enterprise**

Poll: do you feel more confident to connect with people online?