Networking Skills

What is Networking?

Networking is all about forming relationships that can support you in your career. It can be formal or informal, ranging from conversations at organised networking events, to meeting people on your course or at a student society.

It's important to network both online and "in real life" - this way you get the best results! When you meet someone at an event that you would like to have in your network, add them on LinkedIn and follow up with an email, asking to meet with them to talk further.

Use your networks! For example - connect with all of the other students on your course – you never know what Jim will be doing in three years. Maybe Sue will land a job with your dream employer – you can get in touch and have a 'stepping stone' to get into the company.

Take a look at these **'dos and don'ts'** of student networking from The Guardian online.

How to use networking in your job search

It is estimated that around 80% of jobs are not advertised. Instead, roles are filled through referral from professional contacts. One way to reach into this 'hidden jobs market' is to consider who you know that is currently working in your sector. Getting in touch, letting them know you are looking for work and asking if they know of any roles coming up is a great way to start. **Check out this video from The Great Grad Job Hunt for more tips.**

Social Networking is a useful tool for your graduate job search – check out "**How to find a graduate job using Twitter**". We also suggest joining **LinkedIn** and downloading their Job Search App. Here it is for **Apple** and **Android** phones.

Social Networking

Most people will have an online presence, if you have chosen to or not. It's vitally important to ensure that your social networks show your 'best side' so you are ready for the moment when an employer decides to Google you before an interview.

There are two ways to approach this. Either 'lock-down' your profiles so that only friends can see your updates, or go through each account and make sure that you are projecting a professional image.

Based on a survey conducted by recruitment-views.com, 1 in 3 employers rejected candidates based on something they found out about them online and 68% of employers will find you on Facebook. Find out more about **managing your online reputation and using social networks for your job search**.

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If you're not on LinkedIn yet (or if you are but haven't been on for a while) we suggest taking the time to set-up your profile. Remember, it could be a potential employer's first view of you so make it count. LinkedIn have provided some tips on how to build your profile and use LinkedIn effectively, and here are **Six steps to getting an all star LinkedIn profile**. There's also a great infographic here created by **leisurejobs.com**.

There are some professions such as teaching and healthcare roles where you may need to take extra steps to safeguard your social media presence. Check out these resources:
- **Teachers and social media: how to stay safe**
- **Nursing and Midwifery Council – Social Media Guidance**

Face to Face Networking Tips

Networking can be daunting, particularly if you are new to it. We have developed a range of resources to help you get started:
- **Networking - Planning and Preparation**
- **Networking - Starting a Conversation**
- **Networking - Keeping the conversation going**
- **Networking - Following up your contacts**

The Student Enterprise Team also have this fantastic **Networking Checklist**.

Check out these links too:
- **Careers event tips: what to wear and how to prepare**
- **How to network at careers events**
- **Creative Skillset - How to network well**

Networking Groups and Events

Here's a list of local and national networking groups and regular events. Let us know of any we may have missed! We run lots of networking events for students - **find all our events on My Career Enriched here**.

- **University of Cumbria Networking and Events for Businesses**
- **FSB Networking Events**

Cumbria
- **Cumbria Chamber of Commerce Events**
- **Cumbria Business Growth Hub Events**
- **Freerange Friday**
- **Women's Networks**
- **Carlisle Ambassadors**
- **Wired Cumbria - Cumbria Digital & Creative Network**
- **4N Cumbria**

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Lancaster

- **Lancaster and District Chamber of Commerce Events**
- **Boost – Lancashire Business Growth Hub**
- **Pink Link Networking – Women's Network**
- **Bay Business Network**
- **Lancaster BoB club**

London

- **National Education Union: London Young Teachers Network**
- **Networking Events in London**

Networks and events for people with disabilities and health conditions

- **Business Disability Forum**
- **Prism arts** – inclusive arts organisation based in Cumbria
- **Creative Minds** – brings together artists and performers with learning disabilities
- **Scope** – online community connected by disability
- **Evenbreak** – social enterprise run by disabled people for disabled people.
- **Disability Equality North-West**
- **Remploy** – disability specialist with online and branch support
- **Disabled Workers Co-operative**

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