



Coconino
Community
College

VIRTUAL NETWORKING

COCONINO COMMUNITY COLLEGE

STUDENT AFFAIRS, ACADEMIC ADVISING & CAREER DEVELOPMENT

FALL 2020

ZOOM TIPS



Mute Yourself When Not Speaking

Minimize any unwanted noises



Wear Headphones

Not everyone in your area may want to learn Biology



Be Aware of Your Surroundings

Wear pants, mute phone's notifications, politely ask your dog not to bark



Don't Talk Over Each Other

Use Chat or Emoticons to convey information instead of interrupting, Dave.



Arrive Early / Test Before

Check internet speed, microphone, and webcam before your class starts



Be Kind

Zoom is new to most users this semester, it may take time to master

Career Workshop Series

Fall 2020

Discovering Your Strengths
Virtual Networking

Future semesters

Revamping Your Resume
Crafting a Cover Letter
Job Searching in a New World
The New Normal: Video Interviewing

AGENDA

1. What is virtual networking? Why do it?
2. Creating your LinkedIn profile
3. Tips for setting up your LinkedIn profile
4. Begin networking!
5. Conducting an informational interview
6. Building your network
7. Long term strategy

WHAT IS VIRTUAL NETWORKING & WHY DO IT?

- Making professional, meaningful connections online
- LinkedIn, join networking groups, attend an online conferences or webinar in your field, informational interviews
- Due to COVID, in-person networking moved to virtual

80% of jobs are obtained through a
connection & are part of the
“hidden job market”
-Forbes article

LINKEDIN: GETTING STARTED



- Getting started with Lauren Jolda (1 minute)
<https://www.linkedin.com/learning/rock-your-linkedin-profile/connect-to-opportunity-with-linkedin>
- What to know before getting started (30 sec)
<https://www.linkedin.com/learning/rock-your-linkedin-profile/what-to-know-before-getting-started>
- Your profile is your story (2 min) <https://www.linkedin.com/learning/rock-your-linkedin-profile/see-your-profile-as-your-story>

LINKEDIN GETTING STARTED



- Getting started (4 min) <https://www.linkedin.com/learning/rock-your-linkedin-profile/getting-started-profile-quick-tips>
- Creating a photo (3 min) <https://www.linkedin.com/learning/rock-your-linkedin-profile/create-a-photo-that-represents-you?resume=false>
- Create a profile summary (4 min) <https://www.linkedin.com/learning/rock-your-linkedin-profile/take-action-create-a-summary-that-introduces-you>
- Volunteer experience (5 min) <https://www.linkedin.com/learning/rock-your-linkedin-profile/don-t-underestimate-volunteer-experience>

Networking through LinkedIn

- Find someone that you have a connection to & follow their content online
- Like or comment on their content in a way that is natural to you
- Request them to be a part of your network
- Start with people that you already know that are on LinkedIn (ie: colleagues at work, family members)



TAKE AWAYS

- Set a goal to create one section per week
- Set your settings, privacy & photo visibility
- Model after others in your field
- This is the **START** of your virtual network
- Use this as your foundation to build upon in your professional career

INFORMATIONAL INTERVIEW

What is an informational interview? Why is this useful? Is this a weird thing to do?

“Quick meeting to learn about the real-life experience of someone working in a field or company that interests you. It's not a job interview, so it's important to keep focused on getting information, not a job offer.” —careeronestop.org

Tips by Jenny Foss (2 min)

<https://www.linkedin.com/learning/a-career-strategist-s-guide-to-getting-a-job/use-informational-interviews-to-your-advantage>



BEFORE you ask for an informational interview



QUESTIONS TO ASK

1. What did their career path look like?
2. What types of skills/training are needed?
3. What do they love about their job and what are the challenges?
4. What is the current and future state of the field? How has COVID changed their work?
5. Is there anyone else they recommend that you speak to?

Building Your Network

“At the end of the day people won't remember what you said or did, they will remember how you made them feel.”

— **Maya Angelou**



Don't be a taker

Always give first

Consider how you can give back

LONG TERM STRATEGY

Be clear



Be respectful

Make it easy for your contacts to say “yes”

SOURCES

- <https://www.24seventalent.com/blog/2020/04/22/tips-for-virtual-networking/>
- <https://www.forbes.com/sites/nextavenue/2013/08/12/6-ways-to-crack-the-hidden-job-market/#1753077374b2>
- <https://www.linkedin.com/learning/informational-interviewing/how-your-questions-impact-results>
- <https://www.linkedin.com/learning/managing-your-professional-network/building-your-network-tracker>