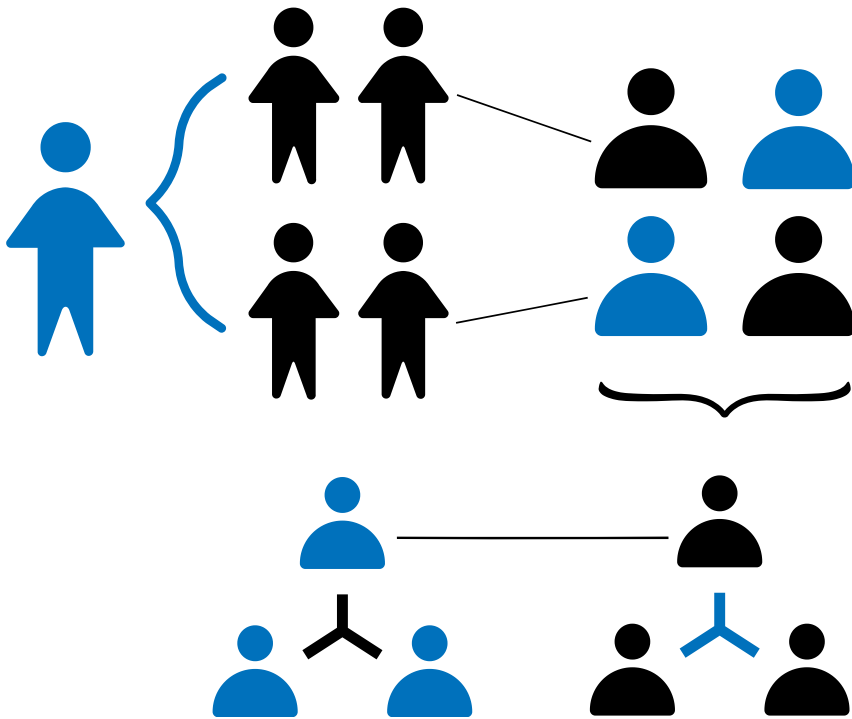


What is a Professional Network?



A professional network is a group of people with whom you have connected for career or business purposes.

Your network begins when you connect with someone you know, who then connects you with people they know, who then connect you with the people they know, and the cycle continues.

More than 65% of jobs are obtained through networking!

How Can YOU Start Building Your Network?

**Build
Academic
Relationships**

Begin creating your network with people you meet and interact with during college. Consider your classmates, professors, teaching assistants, academic advisors, career counselors, and more!

**Engage in
Professional
Experiences**

Start networking with others through part-time jobs or other college involvements. Consider studying and engaging with service-learning groups, joining student and professional organizations or conducting informational interviews!

**Attend
Career
Events**

Connect with future employers by attending the many career related events available through career services, on campus, virtually and locally in the community. Keep checking the events calendar in CareerCentral and our Facebook page to know what's coming up!

Create Your "Elevator Pitch"

An elevator pitch is a concise way for you to introduce yourself and your professional interests when networking in person. It typically lasts no more than 60 seconds. You can begin crafting yours by following the suggestions below.

Brainstorm

Think about the info you want in your pitch. Consider your name, your major and school, your career interests and goals, and what service you hope to or can provide an employer.



Create Your Story

Once you have the information, craft it into a short story about YOU. Make it clear and engaging. Aim to be remembered by others for what makes you unique.



Practice and Tailor

Continue to practice your story until you feel comfortable introducing yourself in a natural way. Also, be sure to tailor your pitch to different types of networking situations.

Build Your Network with LinkedIn

What is the purpose of LinkedIn?

LinkedIn serves as a professional profile and a social networking tool. A good profile showcases your professional interests, skills, and experiences for all those in your network. After creating a profile, be sure to connect with those you know on a professional level and ask previous employers or co-workers for a recommendation. Then explore the platform for jobs, educational opportunities, and more!

Profile Checklist:

- ☐ **Profile Image.** This can be any picture of you with a plain background and professional outfit
- ☐ **Headline.** Include what you're studying, currently doing, or professionally excited about.
- ☐ **Summary.** Briefly describe your motivations, your skills, and your career goals.
- ☐ **Experience.** List each of your experiences, including your achievements during each.
- ☐ **Education.** Input your education, starting with your collegiate experience.
- ☐ **Organizations.** Describe each professional, college, or community organization you've joined.
- ☐ **Volunteer Experience.** Include a brief description of any voluntary projects or involvements.
- ☐ **Skills.** List your most valuable skills, and work to have others endorse you for those.
- ☐ **Certifications.** List any licenses or certifications received during programs, training, etc.
- ☐ **Projects.** Talk about contributions you made as a leader or team member to significant projects.
- ☐ **Honors & Awards.** Provide an outline of your achievements for which you've been recognized.