I Went to the Career Premiere... Now What? & Networking in a Virtual World

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AGENDA:

• Post Fall Career Premiere Follow Up
• Where to find recruiter contact information
• How to Apply to open roles
• Networking Basics
• Q & A
Career Services Overview

- Career and Major Exploration
- Career Assessments
- Resume & Cover Letter Review
- Interview Coaching
- Job and Internship Resources
- Networking Strategies

- On-Campus Job & Internship Recruitment
- Career and Industry Information
- LinkedIn Advice

USF Career Guide
FOLLOW UP

- Email
- In Messages via LinkedIn
- Handshake
Subject line: Thank You - USF Fall Career Premiere
Dear Jane Doe:

It was a pleasure meeting with you last week at the USF Fall Career Premiere to discuss ____________ role. I especially enjoyed hearing about ________________ (interesting aspect of the role/organization).

My experience in __________________________ while completing my degree in _______________ has made me particularly sensitive to the unique needs of ____________________________. As you learned from our conversation, I have also worked as a ____________________, and acquired the transferrable skills of ________________.

I look forward to hearing from you at your earliest convenience regarding next steps.

Sincerely,
Your Name
How To Apply To Roles

• Follow Directions!
• Within Handshake
• Outside Handshake
• ATS (Applicant Tracking System)
Networking Basics

- What it is & isn’t
- Why it is important for you
- Building networking goals
  - SAMPLE GOAL
  - SAMPLE GOAL
Where to Start

Build meaningful connections
Finding Connections

- LinkedIn Alumni Tool
- NetworkUSF
- Handshake
  - Student Q&A
  - Peer to Peer Reviews
- Atypical
  - Webinars, online classes, professional associations, LinkedIn groups, industry specific groups
  - USF professors and supervisors
Communication Basics

- Manage Public Profiles
- Cold Outreach
- Call to Action
Writing a cold open

**STEP 1**
GET CONNECTED

- Your name
- Major, grad year, USF student
- How you found them on LinkedIn or when you met
- Why you want to connect

**STEP 2**
CALL TO ACTION

After you connect, write a longer message asking for an informational interview & include:

- What you want to learn
- How you want to connect (phone, email, in person)
- When, where, and how long you would like to meet
Hi (person’s name),

My name is _____ and I am a ________ major at the University of San Francisco graduating in _____. I found your profile through __________________ and am very intrigued by the work you’ve done with _______________ at _______. I’d love to learn more about your role and what your path was like after graduating from USF. Would you be willing to connect with me for ________ within the next ____________?

Thanks for your time!

Best,

———

SAMPLE

ADAPTED FROM
USF Career Guide
Hi Steven,

My name is Max and I am a marketing major at the University of San Francisco graduating in 2022. I found your profile through a mutual connection and am very intrigued by the work you’ve done with brand management at Spotify. I’d love to learn more about your role and what your path was like after graduating from USF. Would you be willing to connect with me for a quick call within the next couple weeks?

Thanks for your time!

Best,

Max
Decoding LinkedIn
Decoding LinkedIn

- Determine likelihood of person seeing your connection request
  - How many connections do they have?
  - Look at their Activity on the platform
Decoding LinkedIn

Do they have a “Contact Info” section at the top of their profile?
Decoding LinkedIn

 › Who are the connections that you have in common in the Highlights section?
Make the Meeting
Building lasting connections

❖ On a Zoom/phone call
  › Acknowledge the reason you reached out
  › Look the part
  › Follow basic Zoom etiquette

❖ No Traction? No Problem!
  › Hack their organization’s email system - Hunter.io
  › Working with no response
It’s a Wrap - Things to Remember

- Thank yous!
- Avoid “one and done” - building relationships means on-going communication
- Beware of scammers via messages on LinkedIn
- Find an Accountability Partner

Next Steps:

- Make 1:1 appointment via [Handshake](#) w/ career counselor
- Check out other [Career Services](#) resources
- Read the [Handshake blog](#)
- Breathe - Keep Calm
Explore new frontiers and build your career.
Questions
Schedule an appointment on Handshake.
Stay engaged on social media @USFCareer