



UNIVERSITY OF
SAN FRANCISCO

Priscilla A. Scotlan
Career Services Center

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**

Sample Thank You Email

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

- ◆
- ◆
- ◆ Handshake
 - >
 - > Student Q&A
 - > Peer to Peer Reviews
- ◆ Atypical
 - > Webinars, online classes, professional associations, LinkedIn groups, industry specific groups
 - > USF professors and supervisors



University of San Francisco
 San Francisco, CA · 62,384 alumni · 107,878 followers

Following

Visit website

Also in 526 other connections work here
[See all 5,903 employees on LinkedIn](#)

- Home
- About
- Jobs
- Alumni**
- Values
- Insights
- Help

62,384 alumni

Start year: End year:

Search alumni by title, keyword or company

Previous Next

Where They Live 4 Add



Where They Work 4 Add



Communication Basics



**Manage
Public Profiles**



**Cold
Outreach**



**Call to
Action**

Writing a cold open

ADAPTED FROM
USF Career Guide



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

SAMPLE

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

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!

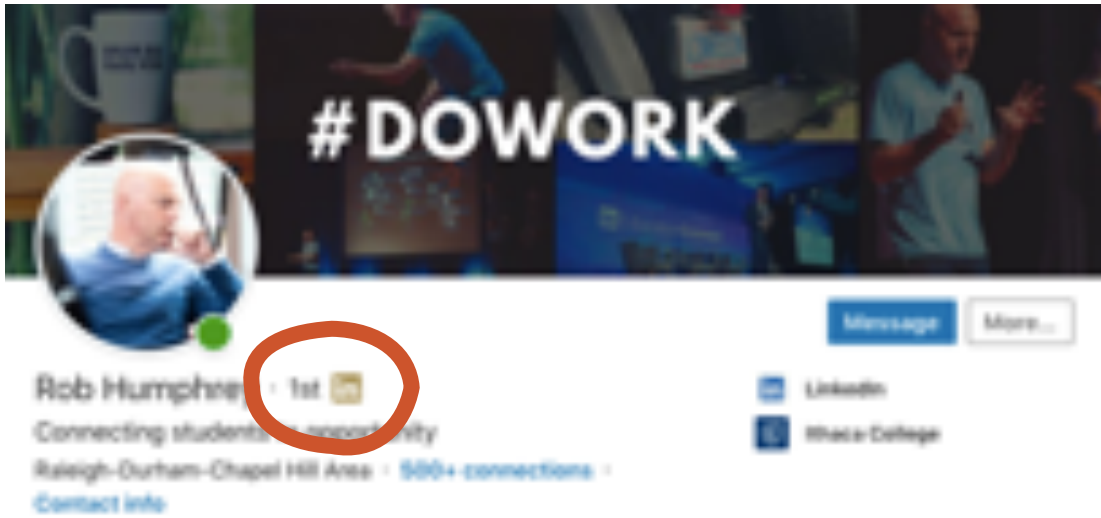
Best,

Max





Decoding LinkedIn



#DOWORK

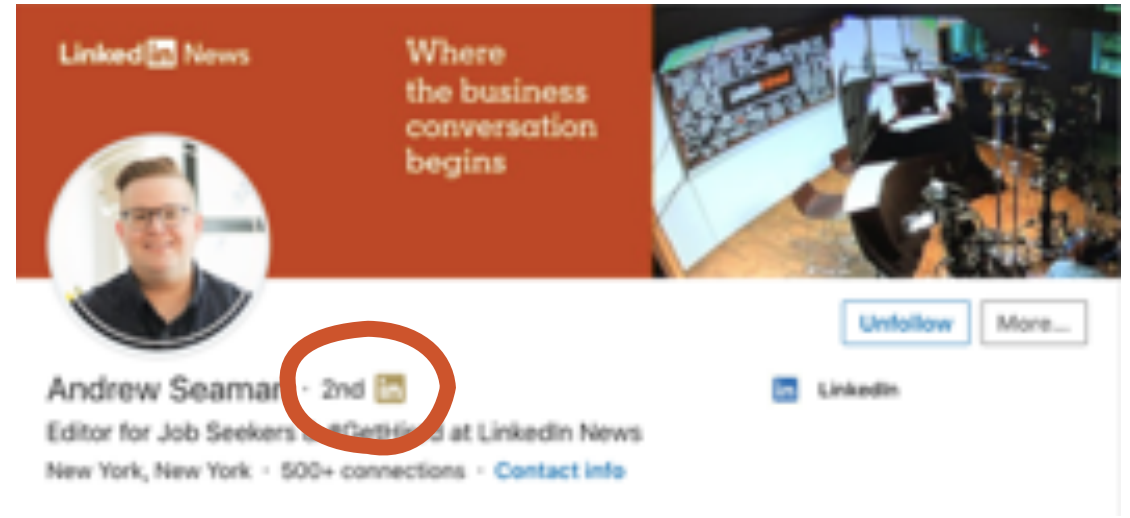
Rob Humphreys · 1st

Connecting students... community
Raleigh-Durham-Chapel Hill Area · 500+ connections · [Contact info](#)

Message More...

LinkedIn
Wake-Colege

Detailed description: This is a LinkedIn profile for Rob Humphreys. The header image features a man in a blue shirt with the hashtag #DOWORK. The profile picture shows a man in a blue shirt. The name 'Rob Humphreys' is followed by a '1st' badge. The bio reads 'Connecting students... community' and 'Raleigh-Durham-Chapel Hill Area · 500+ connections · Contact info'. Action buttons for 'Message' and 'More...' are visible. Affiliated organizations are 'LinkedIn' and 'Wake-Colege'.



LinkedIn News
Where the business conversation begins

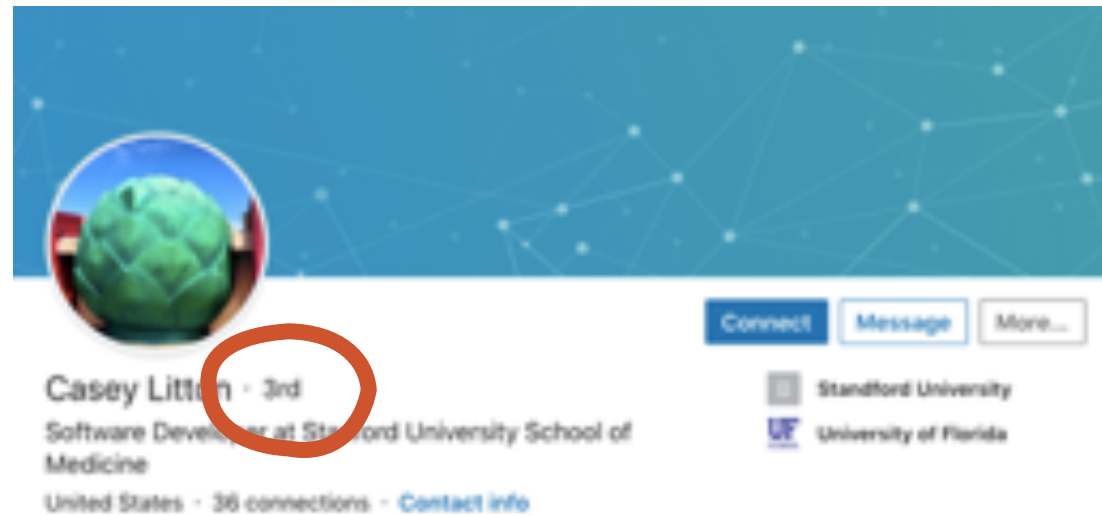
Andrew Seaman · 2nd

Editor for Job Seekers... at LinkedIn News
New York, New York · 500+ connections · [Contact info](#)

Unfollow More...

LinkedIn

Detailed description: This is a LinkedIn profile for Andrew Seaman. The header image has a red background with 'LinkedIn News' and the tagline 'Where the business conversation begins'. The profile picture shows a man with glasses. The name 'Andrew Seaman' is followed by a '2nd' badge. The bio reads 'Editor for Job Seekers... at LinkedIn News' and 'New York, New York · 500+ connections · Contact info'. Action buttons for 'Unfollow' and 'More...' are visible. The affiliated organization is 'LinkedIn'.



Casey Little · 3rd

Software Developer at Stanford University School of Medicine
United States · 36 connections · [Contact info](#)

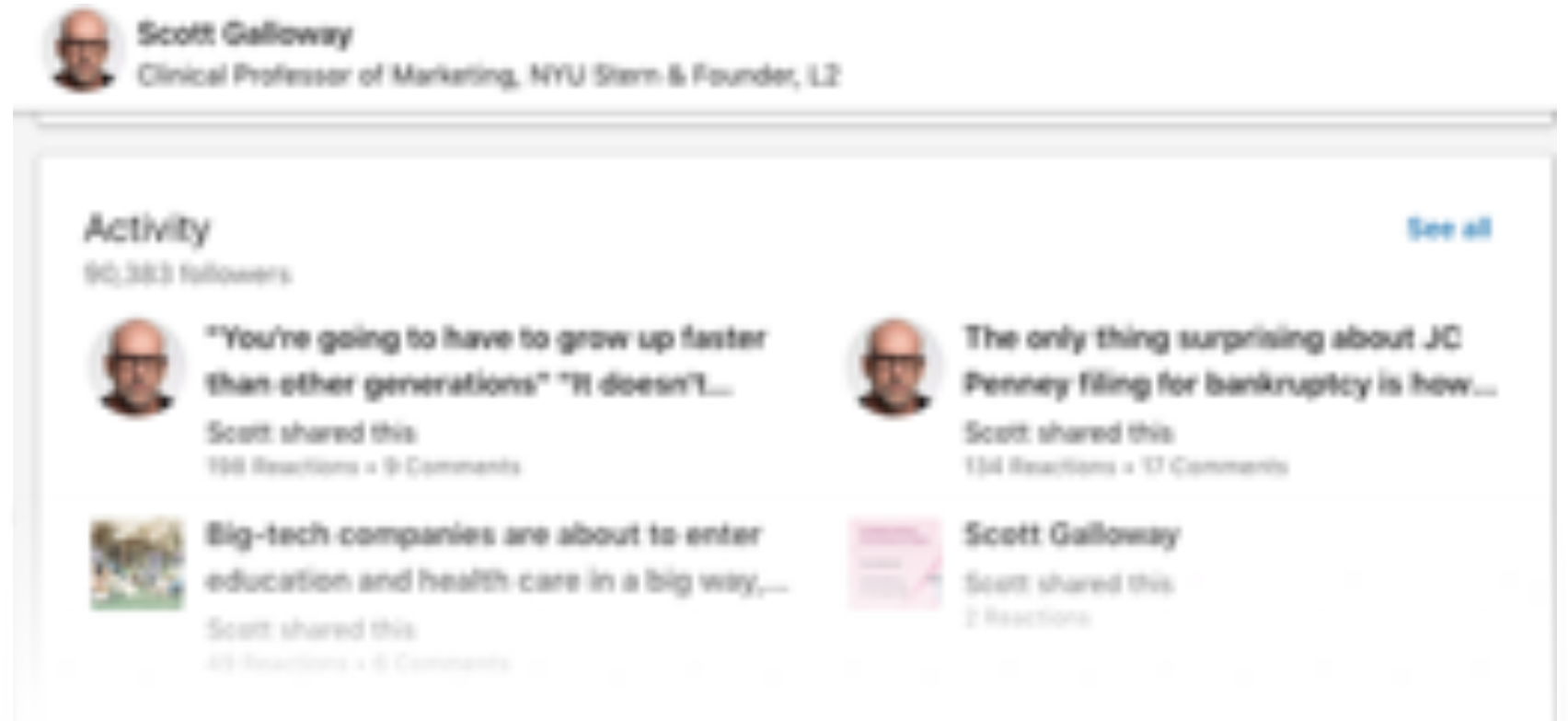
Connect Message More...

Stanford University
University of Florida

Detailed description: This is a LinkedIn profile for Casey Little. The header image has a blue background with a network diagram. The profile picture shows a green globe. The name 'Casey Little' is followed by a '3rd' badge. The bio reads 'Software Developer at Stanford University School of Medicine' and 'United States · 36 connections · Contact info'. Action buttons for 'Connect', 'Message', and 'More...' are visible. Affiliated organizations are 'Stanford University' and 'University of Florida'.

Decoding LinkedIn

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

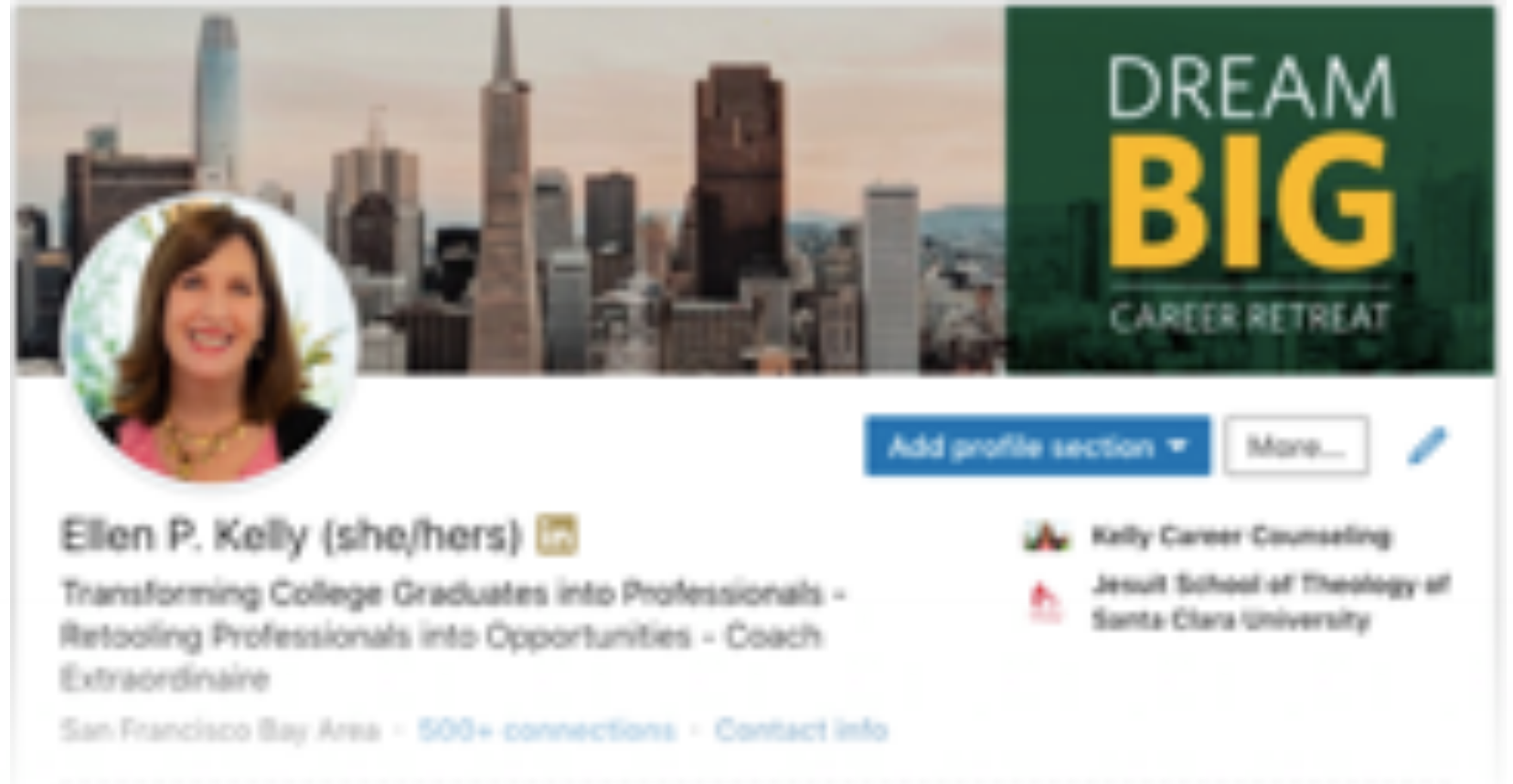



The screenshot shows the LinkedIn profile of Scott Galloway, a Clinical Professor of Marketing at NYU Stern and a founder of L2. The profile includes a header with his name and title, a profile picture, and a section titled "Activity" with 90,383 followers. The activity feed displays four recent posts:

- Post 1:** A quote: "You're going to have to grow up faster than other generations" "It doesn't..." Shared by Scott Galloway with 158 reactions and 9 comments.
- Post 2:** A quote: "The only thing surprising about JC Penney filing for bankruptcy is how..." Shared by Scott Galloway with 134 reactions and 17 comments.
- Post 3:** A quote: "Big-tech companies are about to enter education and health care in a big way,..." Shared by Scott Galloway with 48 reactions and 6 comments.
- Post 4:** A quote: "Scott Galloway" Shared by Scott Galloway with 2 reactions.

Decoding LinkedIn


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





Ellen P. Kelly (she/hers) 

Transforming College Graduates into Professionals -
Retooling Professionals into Opportunities - Coach
Extraordinaire

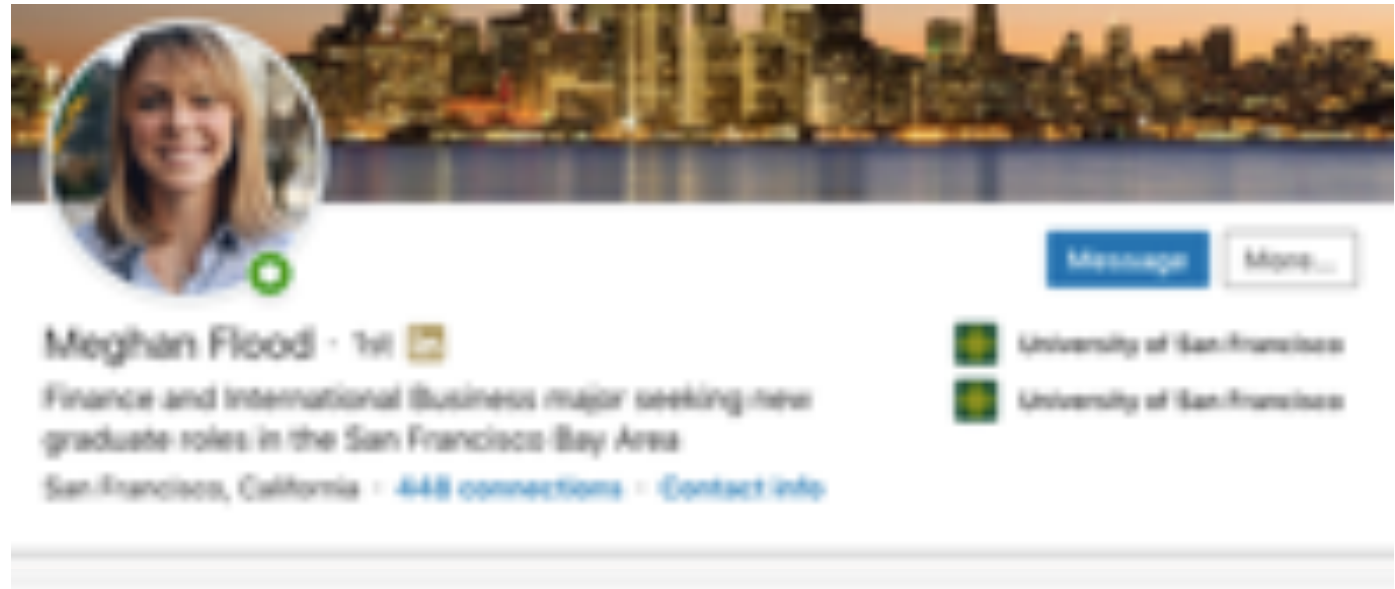
San Francisco Bay Area · [500+ connections](#) · [Contact info](#)

[Add profile section](#) [More...](#) 

 Kelly Career Counseling
 Jesuit School of Theology of
Santa Clara University

Decoding LinkedIn

- > Who are the connections that you have in common in the Highlights section?



Highlights



1 mutual connection

You and Meghan both know Anastasia Egan



You both work at University of San Francisco

Meghan started at University of San Francisco 14 years and 7 months after you did

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.

CATALYST 
Summer Career Development Program



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Questions

FIND YOUR
Future

Schedule an appointment on [Handshake](#).
Stay engaged on social media [@USFCareer](#)