



College of Social
& Applied Human Sciences
Student Alliance

NETWORKING 101

CONTACT US

e-mail: csahs-sa@uoguelph.ca

web: www.csahs-sa.ca

phone: 519 824 4120 x 58525

office: MacKinnon 138

(next to the elevators across from the B.A. Offices)

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DOs AND DON'Ts OF NETWORKING

The art of networking, is sort of similar to dating and being a good date. The purpose of networking is to establish relationships, seek out potential partners (if you are your own business or thinking about starting one), and/or inquiring new business prospects. Networking can often be an intimidating thing so it is essential that you are prepared with a focused plan of action to make the most of all the opportunities. Here are some basic **DOs** and **DON'Ts** to help you make a stellar first impression.

DO shake hands firmly with everyone that you meet, introduce yourself politely and clearly.

DO NOT crush their bones while shaking their hands.

DO dress appropriately for the event to impress but **DO NOT** over-dress or, especially, under-dress.

DO wear your nametag on your right side as it is the natural place people look to first.

DO NOT spend too much time with any one person. You want to maximize your time. So here are some potential exit strategies that you can mix and change up according to your situation:

Strategy 1: "Please excuse me, I have to use the restroom. It was a pleasure meeting you!"

Strategy 2: "Pardon me, I have a phone call, enjoy the rest of the event!"

Strategy 3: "Okay, thank you! That was incredibly helpful. It was a pleasure speaking with you!"

DO have a buddy with you, as it can help you and your buddy transition, regroup, and prep for the next person you are looking to have a conversation with.

DO ask for business cards near the end of your conversation and **DO** tell them when you will follow up with them with a polite correspondence (i.e. "I will be in touch in 24 hours!").

DO make a list of follow-ups and research you need to do after the networking event.

DO add the person on LinkedIn the morning after. It is a great way to keep in touch, but make sure that your profile is up-to-date! **DO NOT** use a #selfie as your LinkedIn display photo!

DO relax, smile, and listen (great way to think about what to say next)!



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GOOD QUESTIONS TO ASK

QUESTIONS ABOUT EMPLOYMENT:

- What are the most important skills someone should have to find success in this occupation?
- What types of PT, FT or summer jobs should I pursue to prepare me for this career path?
- What avenues did you explore to find job openings in your field?
- What kind of experience is needed to obtain an entry-level position in this profession?
- How long should I expect to stay in an entry-level position?

EDUCATION:

- In what ways did your education contribute to your career?
- What academic courses do you find most relevant to your day-to-day work?
- Is a post-graduate certificate or diploma necessary within this field?

NETWORKING:

- How did you find support to get into your current career/job field through?
- How important is it to know someone in the industry?
- What professional associations or organizations are useful to belong to in this field?
- What sort of publications, magazines, journals, websites are important to stay up-to date with this industry?

WORKPLACE CULTURE AND EXPECTATIONS:

- What kinds of salary can I expect or request in an entry-level position? What is fair and what isn't?
- What terminology or ideas should I remember when I am applying for a job in this field?
- How many hours is the typical workweek?
- What type of supervision is typical in this career?

PERSONAL/CAREER-DEVELOPMENT ORIENTED QUESTIONS:

- Who had the most significant impact on your choosing this career?
- What are the things you find personally rewarding in your career?
- What are the things you find frustrating or disappointing?
- What extra-curricular and/or volunteer activities should I pursue to help me prepare? What is beneficial?
- What pointers can you suggest when travel is a component of the job?
- How do you personally balance home and work?
- What was the most surprising part of your transition from university to work?
- What do you see as the biggest challenges new graduates face when they enter your industry?