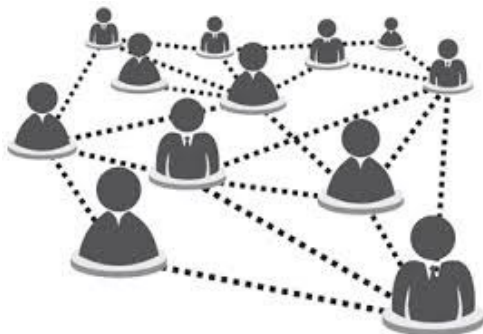


Professional Networking



What is Professional Networking?

Networking is an intentional act to build, reinforce and maintain relationships of trust with other people to further your goals. **Professional Networking** is simply networking focused on your professional goals.

Why is Professional Networking important?

Nurturing relationships with your contacts is mutually beneficial. You can raise your professional profile and broaden your access to opportunities, plus work through industry challenges and gain satisfaction from assisting and connecting others in your network.

Prepare: 3 Steps to Take Before You Start Networking



1. Join LinkedIn and Create a Profile

LinkedIn is a professional networking website where people connect, share ideas and articles in addition to search and apply for career opportunities.

⇒ [Link](https://www.learnhowtobecome.org/career-resource-center/how-to-create-linkedin-profile/): <https://www.learnhowtobecome.org/career-resource-center/how-to-create-linkedin-profile/>



2. Draft and Practice Your Personal Introduction

A personal introduction will help you begin conversations with new professionals that you meet. Include your name, college, area of study, and purpose for networking, as well as any other relevant information.

⇒ [Link](https://wmich.edu/career/personalcommercial): <https://wmich.edu/career/personalcommercial>



3. Create Personal Business Cards (Optional)

A personal business card is a great way to demonstrate your professionalism and makes it easier for people to remember you.

⇒ [Link](https://www.vistaprint.com): <https://www.vistaprint.com>

Professional Networking



Connect: 3 Ways to Meet New People and Build Your Network

1. Join a Student Club or Association

Joining a student organization on campus is a great way to connect with other students in a low-stress and fun environment.

⇒ [Link: https://mc3.campuslabs.com/engage/](https://mc3.campuslabs.com/engage/)

2. Attend an Event On-Campus or in the Community

Attending various events hosted on campus and in the community is a great way to meet new people and build your network.

⇒ [Link: https://mc3.campuslabs.com/engage/](https://mc3.campuslabs.com/engage/)

3. Engage with People on LinkedIn

Send a connection request to engage with new people you are interested in getting to know. These individuals can include other students, alumni, neighbors, instructors, and employers. Use your personal intro to start the conversation.

⇒ [Link: https://www.linkedin.com](https://www.linkedin.com)



Cultivate: 3 Ways to Strengthen Your Networking Relationships

1. Send an E-mail or Text to Your Connection

Send your connection an e-mail or text message with a brief update about yourself and to inquire about their well-being.

2. Invite Your Connection to a Social Outing

Invite your connection to grab lunch or coffee at your favorite establishment

3. Give Your Connection a Phone Call

Schedule a 15-30 minute phone call to 'catch up' with your connection on their life and share any updates about yourself as well.