

7 Professional Networking Tips and Tricks for a Successful Job Search

Getting a job today requires consistent, effective networking.

When searching for a job, you may have heard the following statement: “It’s not what you know, it’s who you know.” The second part of that statement is especially true.

Of course, you do need a solid set of skills to successfully perform a specific role, so “what you know” is always an important factor in getting hired. What remains true is that “who you know” can be the dynamic that gets you in the door — all other things being equal.

For example, getting a recommendation or even a mention from someone who already works at a company where you want to work is often the deciding factor that makes you the choice over another, the equally-qualified candidate.

So, how do you get that “who you know” factor in your corner? Networking.

Whether you like meeting people face to face or prefer to connect electronically, there are a variety of networking tips and tricks that will help make your job search successful. Here are seven successful networking tips that could make all the difference.

1. Identify what networking style works best for you

This networking tip is first because it truly is the key to success. “There is no ‘one size fits all’ when it comes to networking,” says TopResume’s career advice expert, Amanda Augustine. “Different people are successful using different networking tactics.”

Introverts do not connect with people the same way extroverts do, so they shouldn’t try to match an extrovert’s networking style. It’s important to be comfortable and confident in how you reach out to others so you always put that best foot forward.

This short quiz from TopResume can reveal what networking style best fits your personality, which could make a difference in your overall success.

2. Know the “rules” of professional networking

Recently, a TopResume contributor shared the two sacred rules everyone must follow when networking:

Never openly ask for an interview. Instead, ask questions to find whether the company, its culture, and its employees are a fit for you. Let people know you want to learn from their experience in your field.

Never ask for a job. As you talk with both old and new connections, simply let them know you’re in the market for a certain role and would appreciate if they let you know about any potential opportunities.

3. Use social media effectively

Today’s variety of social media platforms have something to offer every type of job seeker. Here are some ways to effectively network on two of the best social sites, LinkedIn and Twitter.

LinkedIn: “LinkedIn should always be your starting point, no matter what part of the job search you’re wrapped up in,” says Anthony Gaenzle, another writer for Top Resume. You can search by various factors including company or job title, and then reach out to professionals at those companies to connect with them. “Don’t send a resume until you’re asked,” states Gaenzle, but do

keep digging to learn whether the company and job are a good fit. Often, the conversation can lead to an interview.

Twitter: “Research your target companies on Twitter,” suggests Gaenzle, “and follow any handles they have that are dedicated to recruiting so you can see when jobs are posted.” Connect with recruiters or relevant hiring managers by liking, retweeting, or engaging with what they post. After two or three interactions, reach out directly to compliment their posts and then start to build a rapport about working with them. When appropriate, send them back to your LinkedIn profile for more details.

4. Practice networking in your workplace

Your co-workers may have much to offer to your career from right within your own company, and it’s perfectly allowable for you to network with them.

Whether you’ve been at your current job for two months or two years, networking with fellow employees can help you grow in your current role or provide information that can help you step into a new one. The right mentor can make you aware of new opportunities that might not be posted at large.

5. Offer to help

Wherever or however you do it, networking isn’t meant to be one-sided. It should provide value for both parties at some point. Look for ways to help your network, and they’ll readily want to help you in return.

One option is to volunteer. Work for a non-profit group that resonates with you and you’ll likely make strong, lasting connections with other volunteers. Another route is to find skill-based volunteer (SBV) opportunities that let you use your professional skills in your volunteer efforts.

In all situations, remember to both pay it back and pay it forward when someone has helped you.

6. Be consistent

Sometimes it isn’t about how you network, it’s simply about doing it regularly. Be willing to get out of your comfort zone and put yourself out there to connect with others, formally and informally, on a regular basis. Studies have proven you’ll be more successful if you do.

7. Follow up

“It’s a simple task, yet many professionals neglect this critical step in the networking process,” states Augustine.

As soon as possible after meeting someone new (either online or in person) send a LinkedIn connection request and include a personalized message asking to stay in touch. Then be sure to reach out every so often with comments about posts, to share valuable career information, or simply to see how they are.

Networking is one of the most important job-search techniques you should have in your toolbox, with a wide variety of methods to fit every personality and situation. The only two hard requirements are a willingness to stretch beyond your comfort zone and the intention to pay it forward by helping others when you can.

Your skills will get you started, but the connections you make through networking can help ensure a long and thriving career in whatever profession you pursue.

Click on the following link for more networking advice.

Recommended Reading: <https://ca.topresume.com/career-advice/7-networking-tips-for-job-seekers>

9 Important Benefits of Networking

Most of us recognize that networking is beneficial to our careers. Yet for some reason, we only think of its benefits when we are job hunting, but connecting with other professionals can help with every aspect of career development so don't just reach out to other professionals in times of crisis; rather invest in these relationships throughout your career.

Take a look at these ten benefits of networking and start building that powerful LinkedIn presence you've always talked about.

1. It Allows You to Help Others

One of the most important benefits of networking that people tend to overlook is that it allows you to help other people. Granted, our motives in the professional world are rarely altruistic, but helping someone else with their career goals can be truly rewarding. Think of helping someone get their first job for example or putting in a good word to help someone get the promotion they've been after for the past two years.

What's more, helping out a professional connection means that they'll owe you one, which essentially means that by making introductions and helping other people connect, you are basically paving the path for your professional success.

2. Exchange Fresh Ideas

Most of us try to stay up to date with changes in our fields either through continuing our education or via reading up on industry news, but there's a wealth of knowledge out there which you can gain access to by simply talking to other professionals in your industry.

Being on the receiving end of these fresh ideas allows you to introduce new practices in your workplace and win points with your boss. What's more, it helps you remain on top of changes in the industry which not only helps you remain employed but is also a great first step in professional growth.

3. Makes You More Visible

What many professionals fail to understand is that the fight for visibility and standing apart from competition does not end once you get the job. In fact, making yourself more visible in the workplace is not only harder, but it also requires a lot more skill.

One of the advantages of networking is that it helps you become more visible because you become that one person that knows everyone and can be asked to make introductions or provide insight on clients, associates etc.

4. Opens Doors to New Opportunities

Precisely because networking makes you more visible, it also opens new doors. From getting approached by recruiters about job opportunities, to getting noticed by people who would like to work with you on a freelance basis, you never know when an opportunity that can advance your career will present itself.

It's important to understand that opportunities not only present themselves in the form of new jobs, but they can also mean meeting an important person in the industry that can change the course of your career, or being given the chance to start your own business.

5. Allows You to Express Opinions

Unlike your friends and family, a professional network is there to share opinions about the industry and exchange information. You can discuss industry related matters that you have been thinking about and ask for advice whenever you reach an impasse.

Having this kind of support system is one of the many advantages of networking and it's why people are encouraged to take an active role in building their network. Not only can you share opinions about new trends with other professionals, but you can also share ideas about client projects (be careful not to overshare) and get some constructive feedback.

6. Expands Your Support Network

Another benefit is that it helps you build a support network that can assist you at every stage of your career. Let's say that you are interviewing with a company; in an open network there will be someone who's gone through the same process in the past which means that they can give you advice and tips on how to conduct yourself and what to expect.

7. Boosts Your Self-Esteem

It may not be the first thing that comes to mind when thinking about networking benefits, but the boost to your self-esteem is something to consider. Knowing people, being asked about your opinions and ideas and getting asked to introduce people can be quite the social thrill, and it's exactly what you need especially if you are an introvert who's looking to advance themselves in a cut-throat business environment.

There are many methods and techniques to get over your initial shyness and actually start talking to people, but the important thing to remember is that it can be done on your own terms. Networking is not like entering a high-school cafeteria, it's a lot more grown-up and it's something anyone can achieve as long as they set their mind to it.

8. It Becomes Your Resource

You probably have tonnes of questions about your industry that not even Google can help you with. Talking to other professionals (and this includes colleagues) can help you resolve these questions.

Your professional network essentially functions as your resource because as the old adage goes two minds are better than one. Having these connections means that you can tap into their knowledge whenever you need to (and they feel inclined to give you access).

9. Influence Things Positively

Sometimes all our careers need is an influencer who can help things go our way and that's what a professional network does a lot of the time. It puts in a good word and applies pressure whenever it's necessary. It's an aid in helping you achieve your goals, and this is precisely why taking active steps towards building and maintaining a network is essential.

A professional network can help your career in many ways including getting a job, promotion and even leveraging a raise. However, to achieve all of that you need to step outside your comfort zone and start connecting with other people in your field. Remember that you can't just build the relationships, you need to maintain them by following and keeping up with all of your connections. What is your chosen method of networking? Let us know in the comment section below.

<https://www.careeraddict.com/benefits-networking>