NETWORKING
Building Relationships and Managing Online Presence

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NETWORKING WORKSHOP
BUILDING RELATIONSHIPS

- Networking works! It’s not optional
- Have a clear goal and strategize
- Research, commit, and nurture
- The benefits of informational interviews
- Developing relationships
  * Existing contacts
  * New contacts
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EXISTING CONTACTS

- Lose the “I don’t know anyone” attitude
- Think outside the box
- You never know until you try

- Take an extensive inventory:
  * People you know from school
  * People you know from work
  * People you know from volunteering
  * People you know from family
  * People you know from leisure activities (e.g., sports, hobbies, clubs)
  * Other people (e.g. doctors, bankers, religious leaders, etc.)

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NEW CONTACTS

Strategically plan your networking efforts:

- Join professional associations
- Attend UTHealth SPH events
- Attend conferences
- Volunteer
- MeetUps and other activities
- LinkedIn and other social media

Nervous? You’re not alone!
- You have nothing to lose
- Set reasonable goals
- Stay true to yourself
- Practice, practice, practice
TIPS & ADDITIONAL RESOURCES

- **Tips**
  - Always be professional, positive, and polite!
  - Listen (put your phone away)
  - **In person** Joining and leaving conversations: Ask “may I join you?” and “it’s been a pleasure, but I have to head out, I’d like to keep in touch…”
  - **By phone** Smile, have a script that includes your introduction, referral if applicable, why you are calling
  - **By email** professional email address, clear & descriptive subject line, spell check, read again before sending, no abbreviations (this is not texting), keep it clear & concise

- **Networking resources**
  - The Balance: [www.thebalance.com/top-career-networking-tips-2062604](http://www.thebalance.com/top-career-networking-tips-2062604)
  - Career Key: [www.careerkey.org/choose-a-career/networking.html](http://www.careerkey.org/choose-a-career/networking.html)

MANAGING ONLINE PRESENCE

- **What is online presence (image & e-reputation)?**
  Everything that connects you electronically
  - Emails
  - Search engines
  - Social media
  - Other sites: personal websites, blogs, photos, forums, press releases, etc.

- **Tips for a positive online image**
  - Always think twice and be professional
  - Set your own reputation
  - Stay informed and aware
  - Social media: privacy settings, monitor postings
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MANAGING ONLINE PRESENCE

Spotlight on LinkedIn

The University of Texas Health Science Center at Houston (UTHealth) School of Public Health

- A key online professional presence

- Have a complete profile
  * Customize URL
  * Include professional headshot
  * Detail your experiences
  * Follow interest groups
  * Give and ask for skill endorsements
  * Give and ask for written recommendations
  * Keep your profile updated

NETWORKING WORKSHOP

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Up Next: INTERVIEWS & JOB OFFERS