

# NETWORKING

*Building Relationships and Managing Online Presence*

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CAREER DEVELOPMENT WORKSHOPS

Spring 2018



## 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.)

Also known as:

\* Immediate circle

\* 1<sup>st</sup>-degree connections



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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 loose

\* Set reasonable goals

\* Stay true to yourself

\* Practice, practice, practice



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## 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)



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## 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



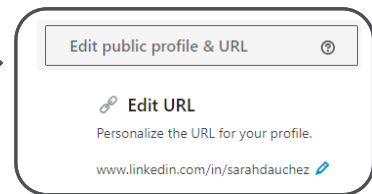
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# MANAGING ONLINE PRESENCE

## 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



<https://www.linkedin.com/school/ut-school-of-public-health/>



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# VISIT US ONLINE!

[sph.uth.edu/alumni/for-students.htm](https://sph.uth.edu/alumni/for-students.htm)



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