

# Personal and Online Networking For Your Job Search

STC Career Roundtable  
13 January 2009  
Outline for Discussion

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# Presenter's Background

- Professional
  - Develop workflow and collaborative applications for PNC Bank
  - Have taught at the University of Pittsburgh College of Business Administration (CBA), Katz CEE and PSU
- Education
  - MA in Instructional Design & Technology from the University of Pittsburgh
- Memberships
  - Pittsburgh Urban Magnet Project (PUMP)
  - Past Pgh. Chapter President, Society for Technical Communication (STC)

# Agenda

- Traditional Face-to-Face Job Search Networking
- Online (Virtual) Job Search Networking
- Comparison
- News You Can Use: Skills and Techniques

# Traditional (Face-to-Face) Networking

- Meet and Greet
- Verbal and Social Skills
- Who You Know (More Than What You Know?)

# Traditional (Face-to-Face) Networking Occasions

- The Golf Course and Tennis Court
- Professional Events and Conferences
- Social Occasions (e.g., cocktail parties, sports events and bridge nights)
- Bars, Restaurants and Coffee Houses (e.g., Panera and Starbucks)

# Face-to-Face Networking Connections and Dynamics

- Small Talk
- Personal Introductions
- Friend of a Friend
- Time to Think, Digest, Evaluate Relate in Social Setting
- Involves Common Etiquette and Manners

# Traditional Ways of Sharing and Discovering Job Opportunities

- Reading Newspapers and Periodicals
- Social Networking (Including Gossip and Conversation)
- Formal Events Such as Job Fairs and Presentations
- Professional Associations
- Purposeful and Serendipitous Meetings (including informational interviews)

# Interpersonal Networking Assets and Skills

- Social Graces
- Acting and Looking the Part
- Body Language
- Art of Conversation and Discourse in Sharing Information and Relating to Others
- Being at Ease and Putting Others There
- Vocabulary and Language – Proficiency in Code-Switching
- Reputation in Immediate Social Circle and Larger Community

# The Information Technology Revolution and You

- Multiple Sources and Channels of Digital and Other Content
- Emphasis on Speed and Ubiquitousness (Info. everywhere, all the time through wireless, etc.)
- Emphasizes Information as Opposed to Knowledge (Lack of Context)
- Emphasizes Style Over Substance (i.e., PowerPoint and the downfall of western civ.)
- Many Sources Anonymous or Unknown to Us Personally and We Unknown to Them
- Hard to Separate the Wheat from the Chaff

# Managing Information and Knowledge for Your Job Search

- Formal and Informal Relationships
- Television (Including Advertisements, Infomercials and Programming)
- Newspapers and Periodicals to Keep Up with Current Events and Trends
- PIM or Database on Home PC to Track Prospects
- E-mail and the Internet (Including RSS feeds and Blogs)
- PDAs
- Cell Phones, Pagers, Blackberry

# Online Networking Job Search Resources and Connections

- Web Sites (for News, Job Searching, etc: Monster.com, Workopolis.)
- Chat rooms, Discussion Forums and Virtual Social Networks Such as Linked-In, Friendster
- Web logs (Blogs)
- Collaborative Work Spaces
- Wireless Access

# Job Search Comparison

## Face-to-Face Networking

### Factors:

- Manners
- Physical appearance and tone of voice
- Verbal skill
- Emotional intelligence (EQ)
- Body language/confidence
- Personal reputation and connections (who you know)

## Online Networking Factors

- Netiquette (online skill and courtesy)
- Writing proficiency (critical in the absence of auditory or body-language cues)
- Clear purpose (goal-directed)
- Technical skill and expertise (what you know)

# Online Job Search Advantages

Online networking and the Web offer:

- Immediate access to job postings and resources in many locations
- Company info. at our fingertips
- Ability to expand search across cultures and geography (e.g., the global marketplace)
- A cheap and easy means to promote your experience and expertise through a personal web site or an online forum (e.g., WorkQuest)

# Online Job Search Disadvantages

The downside of online networking and using the web in your job search may include:

- Isolation and distraction from job search goals (it's easy to become lost in cyberspace and go shopping instead)
- Information overload (too many job posting can make it hard to focus)
- Lack of privacy (you can search company information, but they can Google you. )
- Expectation on both sides of instant response

# Neither Here Nor There

- You are competing in the global marketplace for employers' attention and jobs (e.g., outsourcing)
- You may interact online or in person with individuals from a variety of backgrounds, cultures and locations
- An international search is complicated by the need to bridge language, cultural referents and assumptions (stereotypes)

# Online Networking Skills and Techniques

- Know and ask for what you want
- Clearly define job search terms, goals and tasks. Don't automatically assume you know what people mean and they know what you mean
- Practice clear communication. Obfuscation, jargon and misinterpretation (including those due to cultural differences) work against you
- Give a little and get a little: Job-search knowledge-sourcing is knowledge-sharing
- Practice safe searching. Maintain info. privacy.

# Best of Both: Things to Keep in Mind

- Use job search technology for your purpose rather than have it use you
- Prioritize information, demands and tasks in terms of urgent vs. important (S.R. Covey)
- Keep your online resume and information current
- Think cost/benefit. Web logs, online chat and discussion boards all require an investment of your time and energy. Decide what's useful
- Don't rely entirely on online job search boards for posting your resume.

# Things to Keep in Mind

- Look for occasions for face-to-face networking. Follow up with e-mails or an actual letter to establish and maintain connections.
- Just because someone subscribes to the same online forum doesn't automatically mean you have something in common. Seek out those with relevant information to share or expertise you would like to learn
- Practice civility and old fashioned courtesy. Your reputation precedes you and (esp. online) can haunt you in e-mail and online chat archives

# Some Online Professional & Social Networking Examples

## Professional

- [LinkedIn.com](https://www.linkedin.com)
- [Congoo.com](https://www.congoo.com) (information portal)

## Social

- [Myspace.com](https://www.myspace.com)
- [Facebook.com](https://www.facebook.com)
- [Meetup.com](https://www.meetup.com)

# Contact Me

For more information on effective social networking, collaboration and knowledge-sharing, please see my web site at:

**[www.sanepractices.com](http://www.sanepractices.com)**

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