



NETWORKING AND SOCIAL NETWORKS

A whole world of opportunities

Participating in networks of professional contacts gives you visibility, allows you to keep up to date with your sector and can be the gateway to new professional opportunities.

Connect with professionals like yourself!

Each meeting, virtual or on-site, is an occasion to expand your network



WHAT DO YOU NEED BEFORE STARTING?



Personal Brand

Create the professional image you want to convey.



Social Networks

Choose the social networks you want to appear on and where you can be found.



Elevator Pitch

Prepare a brief presentation to introduce yourself.

WHAT TYPES OF NETWORK ARE THERE?



In-person

- **They are personal**
They allow a closer contact; the other person will see your face and hear your voice.
- **They are spontaneous**
We recommend being natural, though without improvising; prepare key ideas.
- **They allow for non-verbal behaviour**
Remember that there is a need for consistency between what you say and how you say it.



Virtual

- **They are global**
Your network of contacts can grow as much as you want.
- **They are fast and viral**
A single message instantly reaches many people at the same time.
- **They are flexible and easy to use**
You just need the Internet. You decide when and where to respond.

READY...? START!

#1

UPDATE

Keep up to date with your sector

#6

DON'T RUSH

Don't send out invitations until you've created your profile properly

#2

DRIVE THE AGENDA

Begin by making contact with those most relevant

#5

DON'T STAND STILL

Don't just stay in the virtual world; attend seminars, conferences and talks

#3

BE POSITIVE

A positive attitude encourages other people to approach you

#4

BE CLEAR

Convey what you need to in a concise manner and identify what you have to offer

The experts recommend:

- ✓ Keep in mind that what you get out of social networks will depend on what you contribute.
- ✓ Networking is a continuous process and gives long-term results. Develop contacts even if you're not looking for work.
- ✓ Professional social networks offer a great space, but you're not amongst your friends. So, be careful what you share.
- ✓ Design an image consistent with your professional profile.
- ✓ Opportunities do not always come from direct contacts: the contacts of your contacts are the key.
- ✓ We can not ask our network to find us a job, but rather a specific need like receiving information, access to a contact, etc.

WOULD YOU LIKE TO KNOW MORE?



- Marketing in the search for employment +
- The unsolicited application +
- How to take advantage of contacts to find a job +