



SUNY GENESEO
THE SCHOOL OF BUSINESS
PROFESSIONAL DEVELOPMENT PROGRAM

NETWORKING ETIQUETTE

FRPD2

NETWORKING 101

Around 70% of all jobs are found through personal relationships.

Networking is about building relationships.



NETWORKING: THE RULES OF THE ROAD

Networking with alumni and other business professionals is critical to your future career success. However, networking is an activity full of do's and don'ts. It takes practice and requires that you pay special attention to your behavior. Whether you are talking to a Geneseo alum or someone you have never met, you don't get a second chance to make a first impression.

KEYS TO NETWORKING

1. **Do not ask for a job, internship, or a "good word."** The most common error made by students is asking a contact to "review my resume and help me find a job."
 - a. School of Business Advisory Council (BAC) members have been instructed to tell the dean if they are contacted by students who have not been given a virtual introduction by the dean. Do not contact BAC members without permission.
 - b. Geneseo alumni are more likely to help if you ask for their counsel first. If you seem qualified for an opening, they will refer you to the right person for next steps. Bottom line, don't be pushy.
2. **Have a realistic goal in mind for your communications with others.** A clear idea of what you want to accomplish by connecting with the target individual is essential.
3. **Be mindful of other people's time.** You are asking a favor, so be respectful of those you contact for help. Keep communications brief and to the point.
4. **Be patient.** Alumni and business professionals are busy people. It may take them a couple of weeks to respond to your email or phone call. If you have not heard back by that time, send a

Don't be "that person."

Be present in conversations. Don't be the person looking over the shoulder of the person you are talking to in search of a "better" contact. It's rude.

Don't be a time hog and prevent others from connecting with the person you are talking to. Look around. Are others standing nearby waiting for you to finish? Make your connection, chat briefly, and exit gracefully.

Stay away from your phone. Constantly checking text messages, social media, or email in front of other people is unprofessional and rude.

second request. Still no response? Move on, and don't take it personal.

5. **Be prepared.** Here is where your elevator speech comes in handy. Summarize who you are and what you are looking for in 30 seconds or less. Research the organization or field of interest. Write a list of well thought-out questions.
6. **Be specific about your goals.** For example, "I was wondering if you, or anyone you know, would be able to help me learn about career paths into the high net-worth space." If you are vague, you are not likely to get a positive reaction.
7. **Make use of "second-level" contacts, but first ask permission from your primary contact.** LinkedIn and personal referrals are great resources, but before you reach out Person B who is connected to Person A's network, ask your primary contact (Person A) for permission or an introduction.
8. **Build relationships before asking for help.** The Informational Interview and other networking events sponsored by the School of business are ideal ways to build relationships with alumni. Don't expect to get much help from a contact who has never met you.
9. **Networking is a two-way street.** Be prepared to maintain communication and let those who helped you know that their efforts were not in vain. More important, be prepared to give back when someone asks for your help and advice.

NETWORKING ETIQUETTE DO'S AND DON'TS

Email Etiquette

- Keep messages short.
- Do not use abbreviations or emoticons.
- Do not attach your resume; share it later.
- Specify the amount of time you are requesting.
- Re-read to check the tone and ensure it is error free.

Meeting Etiquette

- Be prompt.
- Have a strong handshake.
- Shut off your phone. Do not check texts or email.
- Stick to the allotted time (usually 20 minutes).
- Come prepared and stick to the agenda.
- Do not interrupt.
- Follow up with a personalized thank-you note.
- Let the person know when you take the "next step."



NETWORKING FOR INTROVERTS

1. Prepare a few “go to” questions in advance, such as “How did you get started in your career?” or “What advice would you give a student who wants to be successful in your field?” Keep the focus on the other person!
2. Focus on small goals...such as making just two or three meaningful connections. Once you’ve done so, give yourself permission to leave.
3. Bring a friend or a wingman if you can to events.
4. Look for someone else who might be alone. Maybe that girl at the table doesn’t know anybody either and is just hoping someone will talk to her. Be that person. “Have you been to an event like this before?” is a great conversation starter.

LINKEDIN TIPS

1. Add a high-quality professional-looking headshot (photo).
2. Create a brief introduction including your profession or goals.
 - a. SUNY Geneseo, School of Business student with an interest in digital media careers
 - b. Analytical, problem-solver majoring in economics at SUNY Geneseo
3. Keep professional summary and experiences limited to resume items and focused on accomplishments.
4. Complete education section.
5. Demonstrate professional interest and industry knowledge by joining groups. (SUNY Geneseo NYC Alumni Network, etc.)
6. Do not limit your selections on “skills and endorsements” because this is one way recruiters find you on LinkedIn.

Keep your profile current. Check in frequently to manage “connect” requests.

LinkedIn should never be used like FB, Instagram, Vine, Twitter, or Snapchat. It is strictly a professional site. Do not post vacation photos.

Do not EVER post something you do not want your current or future boss to see. Do not embellish. Employers/bosses WILL check!