NETWORKING
Networking can mean different things for different people. But most importantly, networking is simply talking and listening to people while at the same time developing relationships around common interests and experiences. Or put more simply, networking is how you met your friends, chose your classes, or decided where to go for lunch/dinner. Why network? Simply because networking is the most effective strategy for getting a job. It is important to know that only 15% of available jobs are advertised through online resources, newspapers, and trade journals. That means that the other 85% are found by being in the right place at the right time or through word of mouth. So, the saying, “It’s not what you know, but who you know!” takes on new meaning. The theory behind networking is relatively simple, but to get results, it takes time, energy and focus.

TYPES OF NETWORKS

Personal
- Immediate family
- Relatives, near and far
- Close friends & casual acquaintances
- Distant friends, old friends, ex-roommates
- People in your neighborhood – your doctor, dentist, insurance agent, broker, personal banker, mechanic, spiritual leader, or counselor

Professional
- Colleagues in your organization: superiors, subordinates, peers, secretaries, support staff
- Colleagues in other organizations
- Competitors and professional acquaintances
- Board of Directors, board of trustees and advisory boards
- Professors, classmates, and alumni

Community
- Community or volunteer organizations (Boy Scouts, Girl Scouts, United Way)
- Professional, cultural and civic organizations
- Philanthropic organizations and fundraising groups
- Public-private organizations;
- Business development organizations
- Chambers of Commerce

Basics of networking
Networking is about building relationships and connections in a purposeful, organized way. Networking is not quickly acquiring names of people just to get a job. Networking is about creating advocates for yourself that can pay attention to opportunities on your behalf. Or they can refer you to individuals that might help in your job search and connect you to job opportunities either before they are posted, or ones that an organization is looking to fill from a known source and never formally posts. Networking is much more about “planting the seed” with others so they can help you out not in the short term, but in the long term.

Why is networking so stressful?
The “meeting” people part of networking can be intimidating – it takes us out of our comfort zone! Many of us are not naturally extroverted people who like to “work a room.” How do you overcome this anxiety? Start by knowing a little bit about yourself. Try to answer these questions: 1. What is my career trajectory? 2. Where do I see myself headed? 3. Where did I come from? Next, begin identifying people who might know something about the type of job you want. Then, establish priorities. Where will you start? Professional directories, colleagues, business correspondents during the past year are a possibility.

Don’t confine your network to contacts in your profession. The key to successful networking lies in understanding that you aren’t directly asking for someone to help you find a job. Instead you’re looking to create a low-key, low-intensity, low-stakes, low-demand and low-risk to both parties that does not have many strings attached.

JHSPH Society of Alumni
One of the resources that you have available to you is the vast number of alumni both domestically and internationally. The Johns Hopkins Bloomberg School of Public Health encompasses approximately 20,000 alumni spanning 120 countries. The JHSPH Society of Alumni (http://www.jhsph.edu/alumni) sustains these connections by engaging alumni and strengthening institutional relationships. Our alumni are the best alumni, and many of them are willing to share information with you to assist in your job search.

GoHopOnline
GoHopOnline enables you to utilize the trusted Johns Hopkins University environment to expand your professional network. Gain access to the Johns Hopkins worldwide alumni network with more than 205,000 graduates. There you will quickly connect with alumni who can help refine your personal and professional networks. Sign-on is easy and by syncing up with Facebook and LinkedIn. Social media feeds keep you updated on Hopkins news, chapters, resources, programs, and more. Find a Hopkins friend, mentor, or event. Find a job or internship. Activate your profile today at GoHopOnline.com.
INFORMATIONAL INTERVIEWS

Informational interviews are one of the easiest and most effective ways to meet people in a professional field in which you are interested. Tapping into the knowledge of others will provide you with invaluable information to help you as you make career decisions. Informational interviews are meetings you arrange with a person who currently does the job you think you might want, or who has specific knowledge of an occupation or industry of interest.

What to remember:
1. You are not asking for a job
2. Think like a reporter gathering information and asking good, open-ended questions
3. Planting the “seed” for future help
4. Tap into the fact that people generally like to talk about themselves and usually are willing to help
5. Initiate contact via email first
6. Confirm date, time and offer to call or meet with them face-to-face
7. Timely follow-up is the key to maintaining and establishing the connection

What questions to ask:
1. How did you get to be where you are at? OR What was your career trajectory?
2. What ways do you use your JHSPH training in your current position? OR How did your JHSPH training prepare you for this role?
3. What advice would you give to a student preparing for their transition from school to working? OR What changes do you see occurring in the next 10 years?
4. Can you describe your typical day to me?
5. What is it like to work at your organization?
6. What challenges are facing this industry today?

GOALS OF INFORMATIONAL INTERVIEWING

1. **Create advocates** – at the conclusion of a good informational interview, you will have established a new professional relationship with your contact. This contact will become an “advocate” for you—keeping their eyes and ears open for any potential opportunities.

2. **Influential introduction** – if the contact you meet does not have the means to help you out directly, perhaps he/she can provide you with an “influential introduction” to another colleague that might be better suited to you. Having someone else vouch for you goes a long way in helping to meet new contacts.

3. **Personalizes your job search** – your job search is about you, the person. People want to hire people that they think they know. Get out from behind your computer, go out and meet people. The more you do it, the better you will get at it and the easier networking will become.

HOW TO GET STARTED WITH INFORMATIONAL INTERVIEWING

Email is the preferred method for starting any type of informational interviewing. It is less intrusive than a phone call and the recipient can decide to respond at a time that works best for them.

1. **Introductory email**

   **Subject line:** Questions from a current JHSPH student

   **Email Text:** My name is __________, and I came across your information in a search of __________ in the __________. I’m curious to learn more about your career path and about your work at (name of organization). I’m emailing you today to see if it would be possible to find a convenient time in your schedule for an informational interview. I’d only ask for approximately 30 minutes of your time as I’m sure your schedule is quite busy.

   If necessary, I can send you more information about myself and what I’m currently doing at the Bloomberg School of Public Health. I’m hoping you’ll be able to accommodate this request.

   Thanks in advance for your consideration and I look forward to hearing from you soon!

   Sincerely,

   John Hopkins
   MPH Candidate, May 2019

   **Tip:** Do not attach your resume.
2. Follow-up email exchanges

Possible email reply from recipient:

John-

Thanks for your email. I would be happy to speak with about my career path and what is like to work with my organization. I really love it here!!!

Please send me a copy of your resume so I can review it before we talk. Let's plan to have a conversation for 20-30 minutes via phone in the next couple of weeks.

My flexible days are Wednesday, Thursday and some Fridays. Have a good weekend!

Mike Health
ABC International

Your email reply:

Mike-

Thanks so much for getting back to me. Attached you will find my resume.

Next Wednesday, November 14th, is a good date for me. Would a phone call at 1 pm work for you?

Look forward to speaking with you soon.

John Hopkins
MPH Candidate, May 2019

Tip: Plan to write back in 24-48 hours if possible. Maintain momentum.

3. Confirming email and offering to call

Confirming email from you:

Mike-

We are confirmed for Wednesday Nov 14th at 1 pm to speak over the phone.

I will plan to call you at the number in your contact information.

Should you need any additional information prior to our call, please don’t hesitate to contact me.

John Hopkins
MPH Candidate, May 2019
NETWORKING IN A DIGITAL AGE

Using Technology in the job Search
Because almost all jobseekers are using technology today in conducting their job search, it is important to remember proper "netiquette." Many jobseekers use the internet to identify potential employers and apply for jobs, but now many more employers are using social media to recruit for their organization. According to a recent report from a recruiting website, over 80% of employers are using social media in their recruiting practices so you want to be sure your digital image is updated and the information about you is accurate.

Employers and Social Media Sites
In the 20th century, employers mainly had to rely on the "paper information" you presented about yourself, such as resumes, cover letters, transcripts, etc. Employers did not really get a chance to know who you were until either they spoke with you over the phone or when they met you during an interview. Today, employers have many more resources at their disposal to learn more about you. Websites like Facebook, Google, LinkedIn, etc. can often provide information which will have a significant impact on the impression an employer has about a potential candidate. When applying for jobs, protect yourself and avoid revealing too much personal information. If you are not sure about what should be seen, consider using the "Grandma Rule" – would you want your grandmother to see your online profile?

REFINING YOUR DIGITAL IMAGE

Your Online Digital Trail – Where does it go?
It is recommended that you do a Google search on your name every 3-6 months just to see what results come up. Are you satisfied with the results? Are you confident prospective employers will see your results favorably? Take these steps to be sure your Google search turns up the information you want to see.

1. **Clean up digital dirt.** Remove any photos, Facebook photo tags, content and links that can work against you in an employer’s eyes.

2. **Keep your thoughts to yourself.** Avoid writing negative comments about co-workers anywhere on the Internet (i.e., blogs, comment sections, etc.). This only makes employers question how you will act as a potential employee. Keep the content you post focused on positive things.

3. **Be selective about whom you accept as friends.** Don’t forget others can see your friends when they search for you. Change your privacy settings or better yet, temporarily shut down your account. Just like with everything else that is available online, you want to be sure you have some control or an idea of what others are seeing about you.

THE POWER OF SOCIAL NETWORKING

LinkedIn has become a powerful tool in helping professionals connect both virtually and face-to-face. Currently, LinkedIn has over 500 million members and it is the world’s largest professional network on the Internet. As a student, you can utilize LinkedIn to...

- Build your professional network
- Connect to alumni and other public health professionals
- Learn and keep up to date about current trends

In addition, LinkedIn can allow you to passively job search. More and more recruiters are searching LinkedIn profiles to find qualified applicants to fill positions. It is very important to make sure your LinkedIn profile is complete with information from your resume. Details like your education, work history and skills will help to enhance your online reputation.

PROPER “NET”IQUETTE

- Use smart, professional subject lines in emails
- “Think Before You Hit the Send Button”
- Do not use inappropriate email addresses – @jhu.edu and Gmail email address is fine
- Don’t mass-email your resume. Generally, unsolicited resumes do not get read. Experts say that only two out of every 100 unsolicited resumes are read
- Send the resume to a specific person with a cover letter type of message in the body of the email indicating your intent to follow-up
- Follow-up by phone or email for each resume you send
- If you’re concerned about the visual quality of a resume you are sending by email, consider converting your document into a PDF

[http://www.jhsph.edu/careers](http://www.jhsph.edu/careers)

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