



## Build Your Network

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[Graphic: Build Your Network]	
Lesa Francis President and CEO Staffmark	It's so important to build your network. If you look at how people find jobs, the majority of jobs are found through networking. And that makes sense because people want to hire people that are similar to those that know, that they do a good job for them.
Julia Capizzi Diversity Recruiter Peace Corps	Networking is so key in today's economy because students have more of the responsibility on them to promote themselves, to advertise themselves, put themselves out there.
Julia Capizzi	So the more they network, the more people they get to know and they're letting the world know what they're looking for in terms of their professional goals, the more likely it is that someone's going to notice them and be able to link them up with a position that is open or available.
Julia Capizzi	A lot of positions aren't always necessarily advertised online, and most of us have gotten jobs through people who we knew. Some people are really disciplined about their approach to networking. So if they go to an event they make sure that when they get home they immediately email the people they've met and say hey, it was nice to meet you, and maybe reference something that was notable in the conversation, something that is of interest to kind of advance that relationship.
Lesa Francis	They can start with their social network, and certainly there are people within maybe Facebook and Twitter and other things that they can actually connect with and use those as a network but also with LinkedIn they can search by different industries they're interested in.
Florian Lyon University Relations Evonik Corporation	I think interacting with the company on Facebook with the posts that they have or on Twitter, I think that's actually really important. By showing interest in what they're posting to interact with them that way because that's what they are trying to do as well, of course get information out but then also get information in as well.
Julia Capizzi	When a student is try to build their network, I think it's very important to attend events that are offered by the Career Center. And not just attend, but make sure that you're wearing something that is presentable, that you're friendly, you're smiling, you're engaging, so if you're asking questions, that helps the other person to talk with you and build a relationship, build a friendship, and then make sure that you follow up after you go to the events.
Florian Lyon	Try to touch as many people as possible because you just don't know what in the future when you're looking for jobs or looking for



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	an opportunity, you can reach back out to that to those people and they might just have an opportunity for you.
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