

ESTABLISHING AN EARLY-CAREER PROFESSIONAL NETWORK

Dr. Erika T. Brown
Dean of Faculty Affairs
Geisel School of Medicine
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OBJECTIVES

Understand the criteria and approaches needed to build your professional networks



Develop and maintain strong mentoring relationships



If times permits...Building credibility at your institution.

WHY IS NETWORKING SO IMPORTANT?

What is networking?

- Networking usually involves meeting new people, who share a profession, industry, or interests. Networking involves exchanging ideas and information between these individuals.
- Building connections with the right people at the right time could be the key to taking your career to the next level.

The purpose of career networking

Involves using personal, professional, academic or familial contacts to assist with a job search, achieve career goals, learn more about your field, or another field of interest.

- 80% of professionals consider professional networking to be important to career success.
- 35% of surveyed professional say that a casual conversation on LinkedIn Messaging has led to a new opportunity.
- At least 23% have submitted resumes through friends and former colleagues and at least 31% of job seekers are elevated through their personal connections
- 61% of professionals agree that regular online interaction with their professional network can lead the way into possible job opportunities.

The importance of networking for career development

Career development = lifelong evolution of your career.

Influenced by the:

- Jobs you hold
- Experiences you gain in and out of the office,
- Growth and success you achieve at each stage of your career,
- Formal and informal education and training you receive, and
- Feedback you're provided with along the way.

[What Is Networking and Why Is It So Important? \(betterup.com\)](https://www.betterup.com/blog/what-is-networking-and-why-is-it-so-important/)

[Here's Why Networking Is Important to Your Success | TopResume](https://www.topresume.com/blog/why-networking-is-important-to-your-success/)

[The Importance of Career Networking \(thebalancecareers.com\)](https://www.thebalancecareers.com/importance-of-career-networking/)

WHY ARE BUILDING PROFESSIONAL NETWORKS IMPORTANT?

- An avenue to exchange ideas
- It makes you noticeable
- Avenue for newer opportunities
- Reassessing your qualifications
- Improves your creative intellect
- An extra resource library
- Support from high profiles individuals
- Growth in status
- Growth in self-confidence
- Develop long-lasting relationships***

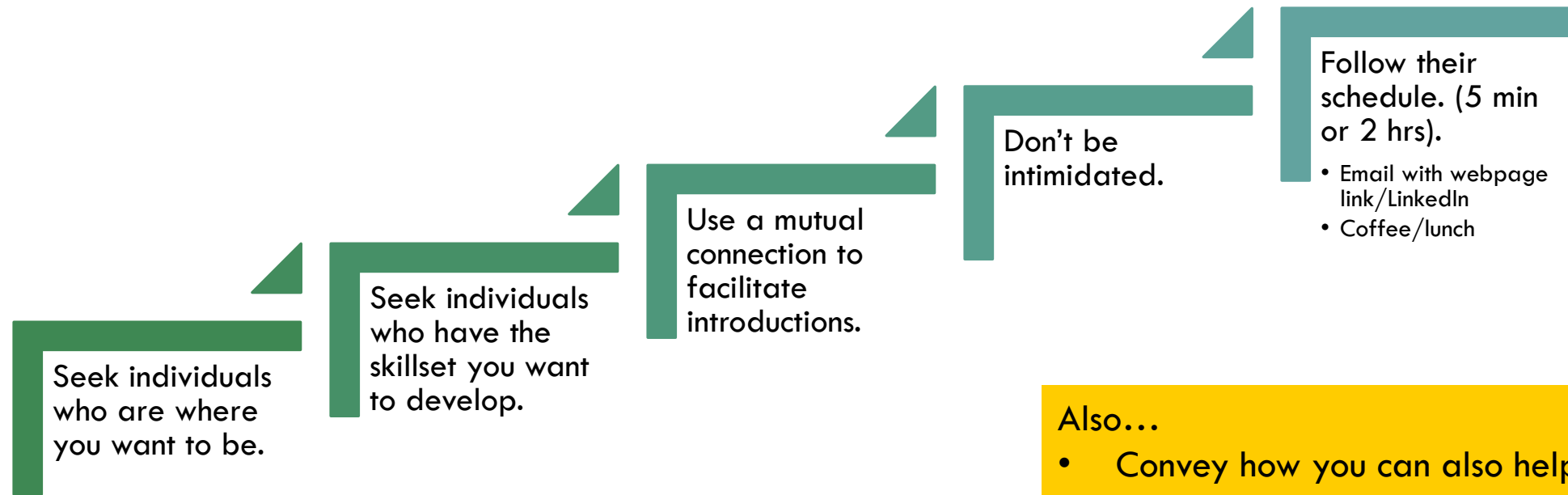


- ✓ Creation of long-term relationships with mutual benefits.
- ✓ Success largely been contributed to the strong networking channels created over time.
- ✓ You don't need to network with everyone

**PART I: BUILDING YOUR
PROFESSIONAL NETWORKS**



THINK...**SMALL** |

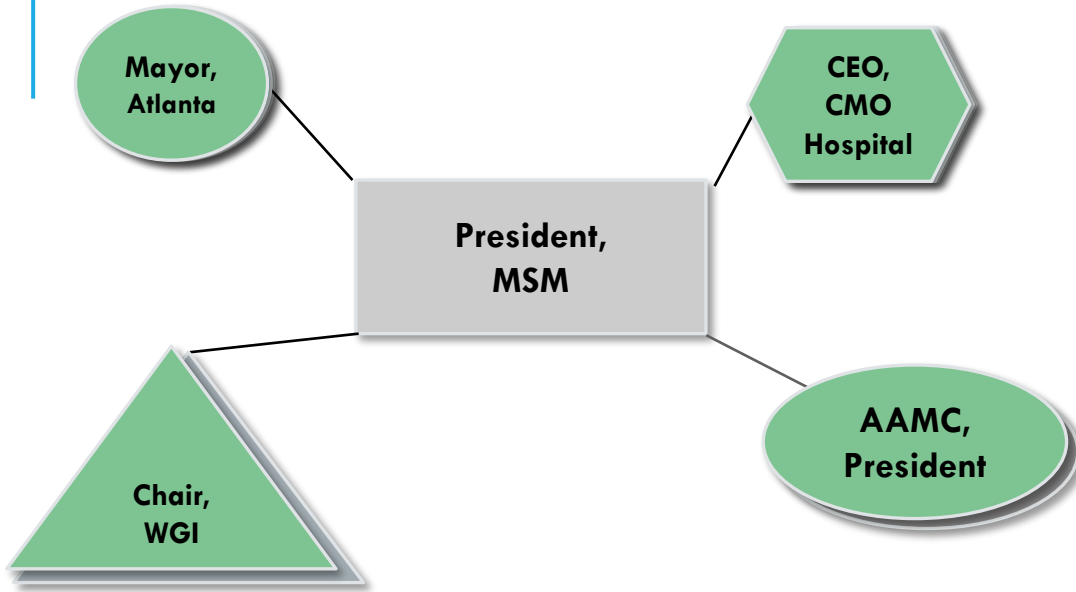


Also...

- Convey how you can also help them.
- Keep the communication going.
- Stay in touch.
- ***Be their advocate.***

DEVELOPING YOUR PROFESSIONAL NETWORK

BUILDING YOUR PROFESSIONAL NETWORK



- Incorporate your networks' network into your network
- Don't limit yourself to faculty/administration
- Include staff
- Don't limit yourself to academic environment
- Include the community

Start Building Your Network

- Develop a preliminary list of individuals you want to include in your network.
- To expand the list, include your networks' network into your network.

HOW TO BECOME AN EFFECTIVE NETWORKER



Figure out what networking style works for you



Network outside the box



Make a game plan



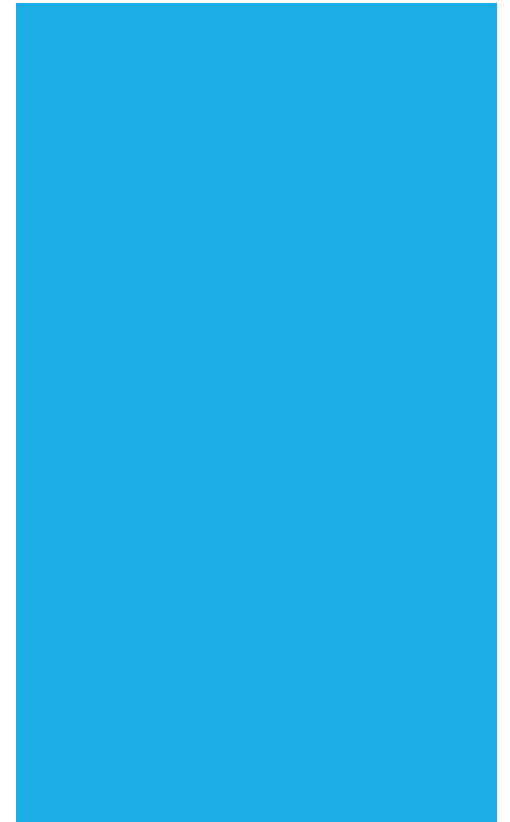
Follow up



Pay it forward

EXERCISE #1

Based on what has been presented, write down the names of five individuals that you plan to contact to join your network.



NETWORKING DURING THE PANDEMIC



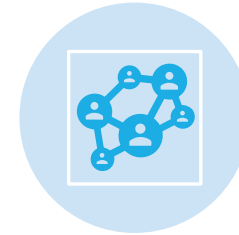
**ATTEND VIRTUAL
EVENTS.**



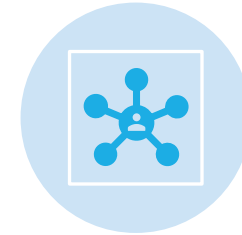
HOST VIRTUAL EVENTS.



**SCHEDULE 30-MINUTE
VIRTUAL MEETINGS**



**NURTURE YOUR
EXISTING
RELATIONSHIPS/JCI-JUST
CHECK IN.**



**BUILD A CLOSE
NETWORK.**



PROCEED WITH CARE.



**INCREASE YOUR
VISIBILITY***

[4 Best Ways to Network During the Pandemic \(linkedin.com\)](#)

[Networking During the COVID-19 Pandemic: Build Your Relationships \(pcma.org\)](#)

[5 ways to network without leaving your house – CNN](#)

[6 Ways to Effectively Network During a Pandemic | Psychology Today](#)

NETWORKING AT VIRTUAL CONFERENCES

Put It on Your Calendar

Buy Full Access

Turn Off Distractions

Use Interactive Features

Take Notes & Review Them

Join the Social Media Chatter

Engage in or Host Live Events

- **Virtual Happy Hours, Twitter Chats, Virtual Trivia or Game Night (Zoom breakout rooms), Facebook Events, Virtual Yoga or Workout**

Dress the Part

Look Up Particularly Engaged Attendees

USAGE OF SOCIAL MEDIA FOR INCREASED VISIBILITY

Best Social Media Platforms for Professionals

- 1. Facebook:** largest social media platform; people from diverse backgrounds; targeted digital marketing
 - 2. Instagram:** next largest, younger demographic, fewer college-educated, tell your brand's story with unique and engaging visual content.
 - 3. LinkedIn:** professionals across a wide spectrum of industries, especially B2B companies. 4x smaller than Facebook and 2x smaller than Instagram.
 - 4. Twitter:** real-time social media platform. sending (concise) text messages to the whole world.
 - 5. Pinterest:** to find inspiration or helpful content; female members
 - 6. YouTube:** best social media platform; > 1.9 billion people use YouTube on a regular basis; 2nd largest search engine; access an unlimited amount of video hosting.
- * **TikTok:** With a billion monthly active users from around the world, TikTok is growing to be one of the most popular social media platforms; entertainment content (although the category is indeed popular). TikTok also sees informative and educational content.

Selection of Best Platform

Choose Social Media Platforms Where Your Audience is Located

Choose Social Media Platforms That are Specific to Your Content Type

Limit the Number of Social Media Platforms You Choose to be On

USAGE OF SOCIAL MEDIA FOR INCREASED VISIBILITY (CONT'D)

DO...

Encourage Your Audience to Interact

- Stay topical, Keep conversations going, Respond quickly, Show your human side

Make Sure You're Posting at the Right Times

- Facebook: **8:00 AM to 12:00 PM on Tuesdays and Thursdays**
- Instagram: **11:00 AM on Wednesdays**
- Twitter: **8:00 AM on Mondays and Thursdays**
- LinkedIn: **9:00 AM on Tuesdays and Wednesdays**
- *Times can vary depending on audience and country*

Use Hashtags To Your Benefit

Post Content That People Will Want to Share

Team Up with Influencers

DON'T...

Show yourself needy

Ignore balance

Do spelling inaccuracies

Automate it all

Share without doing the fact-checking first

Promote your personal feelings

Compare yourself with others

[The 6 Best Social Media Platforms For Your Business in 2022 \(lyfemarketing.com\)](#)

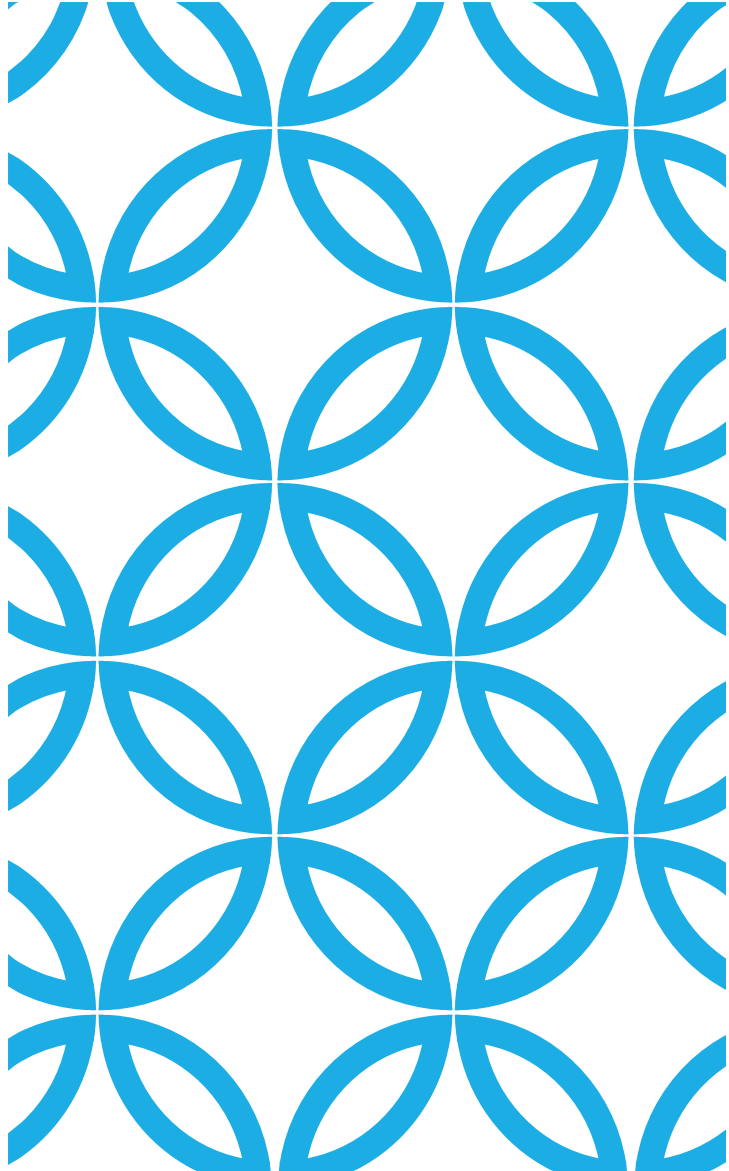
[5 Ways To Increase Your Social Media Visibility | Contentfly Blog](#)

[20 Do's and Don'ts of Social Media in 2021 \(wiserbrand.com\)](#)

EXERCISE #2: BRIEF INVENTORY—TARGETING THE AREAS FOR MENTORSHIP



- What am I doing well?
- What do I need to do better?
- What resources do I need?
- What skills do I need?
- What people and networks do I need?



THANK YOU!

QUESTIONS?
