

# Networking For Everyone!

Using social capital to land a job in your  
field





# 01

## What is Networking?

More importantly, what is it NOT?

**This is NOT  
networking**



**This is  
networking!**

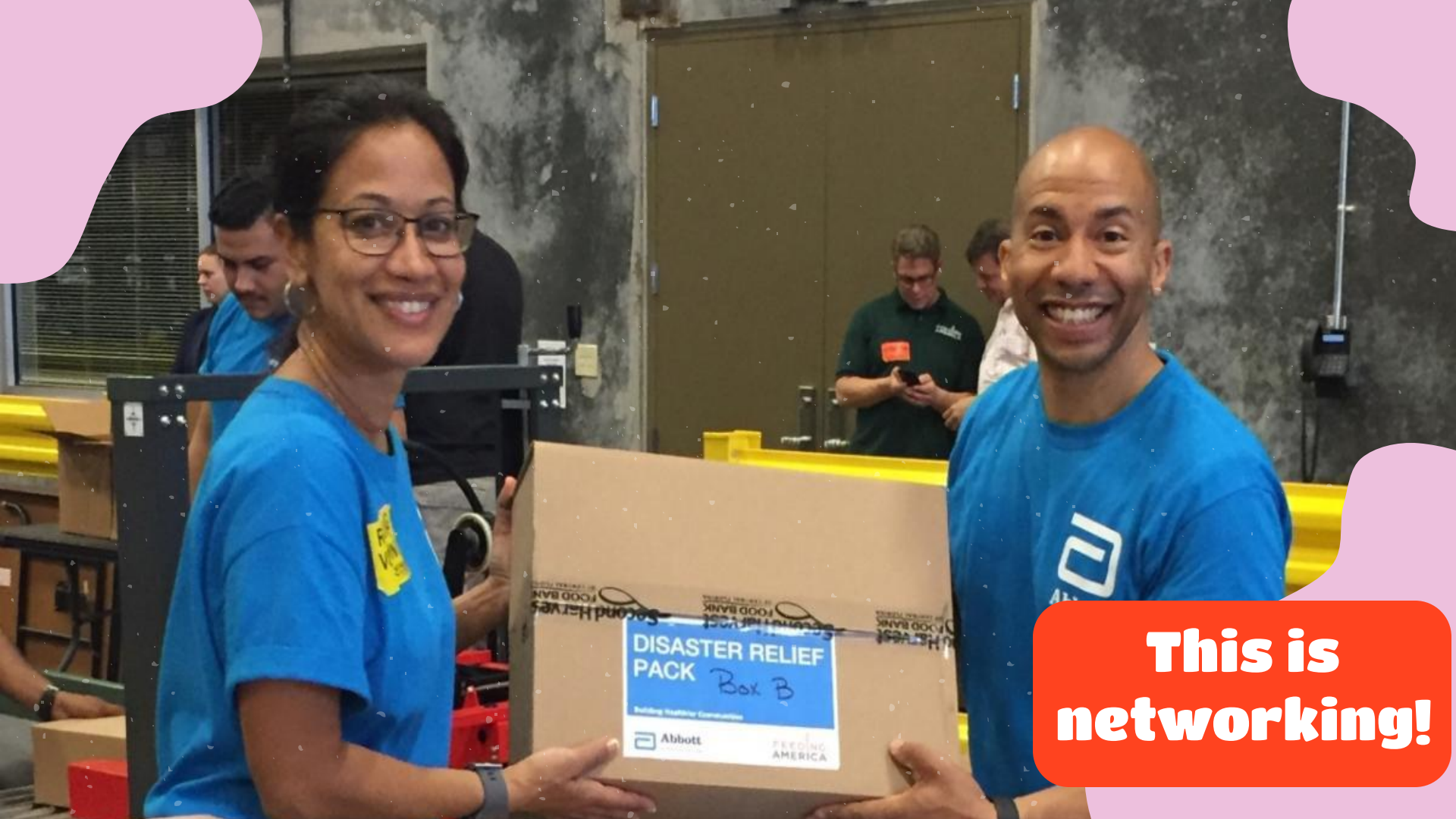




**This is  
networking!**

**This is  
networking!**





**This is networking!**

**You have a  
network  
already!**

It's probably more extensive  
than you realize.





# Brainstorming: What is my network?

**01**

## **Friends**

People you like a lot and spend time with

**02**

## **Family**

People you are related to, by blood or choice.

**03**

## **Roommates**

People you have shared a living situation with

**04**

## **Significant Others**

Current and former romantic partners, as long as you are on good

**05**

## **Wake Tech**

Faculty and staff, fellow students, and alumni from Wake Tech

**06**

## **Other Schools**

Elementary, middle, and high school people

# Brainstorming: What is my network?

**07**

## **Work Colleagues**

Coworkers and bosses  
you've clicked with

**08**

## **Neighbors**

Current and former, or  
even landlords, if they  
were friendly

**09**

## **Organizations**

Association members  
from professional  
organizations

**10**

## **Hobby Pals**

People who share your  
hobbies, sports, and  
relaxation activities

**11**

## **Locals**

People you run into  
habitually at the gym,  
coffee shop, or store

**12**

## **Faiths**

Folks you see at church  
or religious meetings

# Brainstorming: What is my network?

**13**

## **Activists**

People who fight on the same side as you do

**14**

## **Internet Friends**

Folks who retweet you regularly, even if you've never met

**15**

## **Transport Buds**

People who ride your bus or train or carpool with you

**16**

## **Your Friends' Parents**

Or other people related to your friends

**17**

## **Your Parent's Friends**

Your mom's best pal, your dad's fishing buddy

**18**

## **Your Kids' Friends**

And the parents of those kids!



# Ok, I made the list.

But what do I do with it now?  
I barely know most of these people!  
I certainly can't directly ask them for a job.

Cc

Long time no see!

Draft saved at 2:52 PM

Hi, Sarah, it's Grace!

We haven't talked since second grade but OMG, I miss you so much! Saaaaaay, did I notice that you work for IBM? I just graduated from Wake Tech with my degree in computer programming.

Any chance you could get me a job?

-Grace Lingham



**Yikes**



# 1st Rules for Directly Asking



## **Do Them A Favor**

Even if it's small



## **Remind Them of Your Bond**

Remind them of how the two of you are connected



## **Ask About Them**

To show that you care



# THEN WAIT FOR A RESPONSE

# 2nd Rules for Directly Asking



## **Offer Information About Yourself**

Give background info to help explain why you are seeking help



## **Make Your Ask**

Make a small and simple request. No asking for jobs!



## **Say "No Pressure"**

State clearly that there is no pressure, and you have no expectations.

# THEN WAIT FOR A RESPONSE



Hi, Sarah, it's Grace!

I just came across this photo of the two of us in the second grade together, so I thought I'd attach it so you could send it to your mom. I remember how much she loved getting snapshots of us while we were in those goofy costumes your dad used to make us! How are your parents? And how have you been these days? Your vacation photos came across my timeline recently, and I can't help but notice that the kids are getting so big! Did you all have a good time at Disney World?

Your (old) friend,  
Grace



To

Grace Klimanskis

Cc

Add a subject

Draft s

Hi, Grace!

Oh my gosh, I haven't seen my Dad's homemade costumes in forever!

This is a really cute pic, and I'll be sure to forward it to my mom.

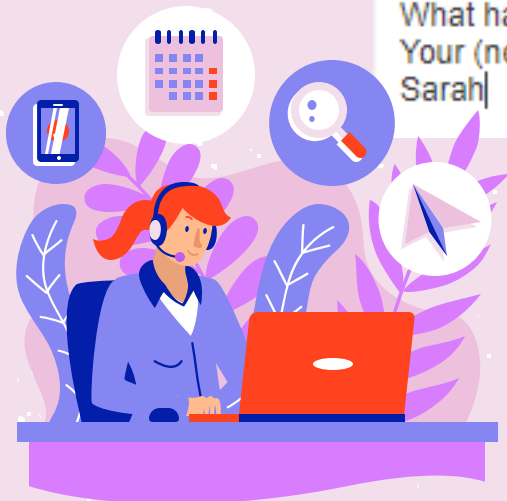
The whole family has been doing well! That Disney vacation was a nightmare, though:

poor Henry threw up twice and is now banned from rollercoasters. But we did get to meet Snow White!

What have you been up to?

Your (not so old) friend,

Sarah



Send



To

Sarah Nagel ×

Cc

Let's catch up!

So nice of you to ask!

Well, I just graduated from Wake Tech with my degree in computer programming! It took a long time, but I'm proud of it. I saw that you are working for IBM now: what an achievement.

Any chance you could give a newbie like me some advice on how to get into the field? No pressure if you're too busy, but I'd love to take you out for coffee and pick your brain while we catch up. Are you available any time next week?

Yours,  
Grace



# Asking for an Introduction

The “direct ask” we just demonstrated works if you already know someone who can help you...

But what if you don't?





**I want a math job  
at Harvard!**



Ashley Popio

Coordinating Instructor at Wake Technical Community College

Who's viewed your profile 11, Connections 424, Grow your network

Achieve your goals faster with Premium, Try Premium for free + 25% off

My items

Recent, The Teachers Lounge Group



Start a post

Photo, Video, Event, Write article

Sort by: Top



Sandra Kamholz reposted this



Wake Technical Community College

66,020 followers, 7h

Join us on Saturday, April 1, from 9am to noon at our Scott Northern Wake Campus to explore all the opportunities awaiting you at Wake Tech.

LinkedIn News

- Four-day workweek wins out, Starbucks to debut olive oil coffee, Office landlords are giving up, Layoff plans can be exaggerated: WSJ, Now on menus: Restaurant memberships

This is what LinkedIn looks like



Harvard mathematics



Home



My Network



Ashley Popio

Coordinating Instructor at Wake  
Technical Community College

Who's viewed your profile 11

Connections 424

Grow your network

Achieve your goals faster with  
Premium



Start a post



Photo



Video



Event



Sandra Kamholz reposted this



Wake Te

66,020 fo

7h •

Join us on Saturd  
Campus to explor

**Type what you are  
looking for in the  
search box**



Harvard mathematics



Home



My Network



Jobs



Messaging

People

Posts

Jobs

Groups

Companies

Schools

Courses

Events

Products

See

On this page

People

Posts

More people

## People



**Ricardo Razon IV** • 2nd

Aspiring Computer Scientist at Harvard  
Morrisville, NC

Current: Student Coordinator at **Harvard** Undergraduate  
Admissions Council



Alyssa Wise is a mutual connection

Connect



**LinkedIn Member**

Applied Mathematics |  
Washington DC-Baltim

Current: Analyst at **Harvard**

**Discover if you  
have any  
connections**



Would you mind introducing me? |

Draft saved at 2:40 P

Dear Alyssa,

As you probably already know, I've always loved math. I've been reading a lot about quadratic equations lately, I'm definitely ready for a career change, and I have a lot of passion for mathematics, so I can't wait to get started. I noticed on LinkedIn that you have a connection to Ricardo Razon IV, who has been taking math classes at Harvard. Would you be willing to introduce me to Ricardo? I would love to ask him some questions about what it's like to study at Harvard, and how he is beginning his career.

Thanks for considering it, and I look forward to seeing you again at theatre practice,  
Ashley Popio

*Ashley Popio, MAT*

Instructor/Coordinator, Individualized Learning Center  
Wake Tech Community College, Public Safety Campus  
919-866-6128

**Politely request  
an introduction**

AMPLIFY  
BLACK  
VOICES



**Ricardo Razon IV** (He/Him) · 2nd

Aspiring Computer Scientist at Harvard

Morrisville, North Carolina, United States · [Contact info](#)

371 connections



Alyssa Wise is a mutual connection

 **Connect**

 **Message**

**More**



Harvard Undergraduate  
Admissions Council



Harvard University

**Once introduced,  
directly ask.**



Connect to Opportunity™



**Tony Landavazo** · 1st

Research Chemist at RTI International

Raleigh, North Carolina, United States · [Contact info](#)

[117 connections](#)



Heather Shinpaugh, Megan Woronka, and 22 other mutual connections

[Message](#)

[More](#)



RTI International



UCF

**Real Life example!**

Tony Landavazo

Research Chemist at RTI International



MAY 29, 2022



Ashley Popio (She/Her) • 2:09 PM

Hi Tony,

Hope all is well with you! It's been many years since you were patient with me while I bounced across the stage in Legally Blonde. During those years, I've been working as a writing and editing instructor at Shaw University and Wake Tech. I came across the Editor role at RTI International and am interested in applying. Would you be open to submitting a referral for me to go with my application?

If you feel it's been too long since we've had a personal association, I completely understand: that musical happened many years ago!

Thanks for considering it.

-Ashley Popio

MAY 31, 2022



Tony Landavazo • 6:43 AM

Absolutely! I could not find how to refer you through linked in, but I will definitely refer you through RTI's internal referral system. Please let me know if I can be of any more assistance and good luck!



Tony Landavazo • 6:50 AM

Done! Again, please let me know how to refer you through linked in. If it just means that you add my name for referral, I am happy to receive any contacts on your behalf.



**Real Life example!**

# Practice time

If you don't have a LinkedIn, that's ok! Use fake names for practice, and I'll help you set up LinkedIn after class.

## Goals:

What kind of job do you want?

Any company you'd like to work for?

Any location you'd like to live?

## Instructions:

Go to LinkedIn and do a search for those jobs, companies, and/or places.

See if you have any connections, like I did with Alyssa and Ricardo.

If so, use those in your letter.

Dear [Person You Know Already],

As you probably already know, I'm approaching my graduation date at Wake Tech and I'm hoping to find a job in my field. I've spent so much time gaining this degree, and I have a lot of passion for [your field], so I can't wait to get started. I noticed on [insert social media site here] that you have a connection to [insert professional in your field here]. Would you be willing to introduce me to [same professional]? I would love to ask [them] some questions about what it's like to work in [field], and how [they] began [their] career.

Thanks for considering it, and looking forward to seeing you again at [shared activity],  
[Your name]

# Sharing Time!

Copy and paste your letter into our chat!



**Ok, but,  
WHY?**



# People Like to Help





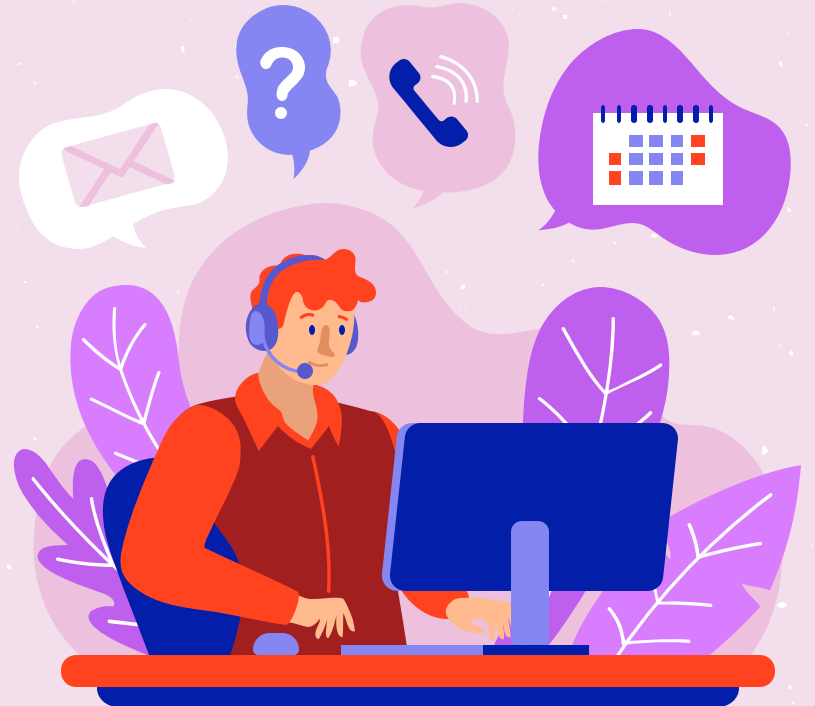
**You already  
know the people  
your close  
friends know**

# The Strength of Weak Ties

- Connectors' power is in having lots of acquaintances, or "weak ties."
- Acquaintances create a wider reach because they typically occupy different social circles and communities, exposing them to different people and information than you would encounter on your own.
- Weak ties can help spread a message beyond your reach because they belong to different worlds than you do.
- On the other hand, your friends' knowledge and social ties tend to largely overlap with your own.
- Your friends and family can only help spread a message in the same communities you occupy, which doesn't do much to expand your reach in spreading a message.

## In Summary:

Asking people that you don't know very well to help you is a great way to reach opportunities you would never have had otherwise.



A man with a receding hairline, wearing a dark brown suit jacket over a light blue button-down shirt, is giving two thumbs up. He has a cigarette in his mouth and a slight, smug smile. The background is white with some purple and pink abstract shapes on the right side.

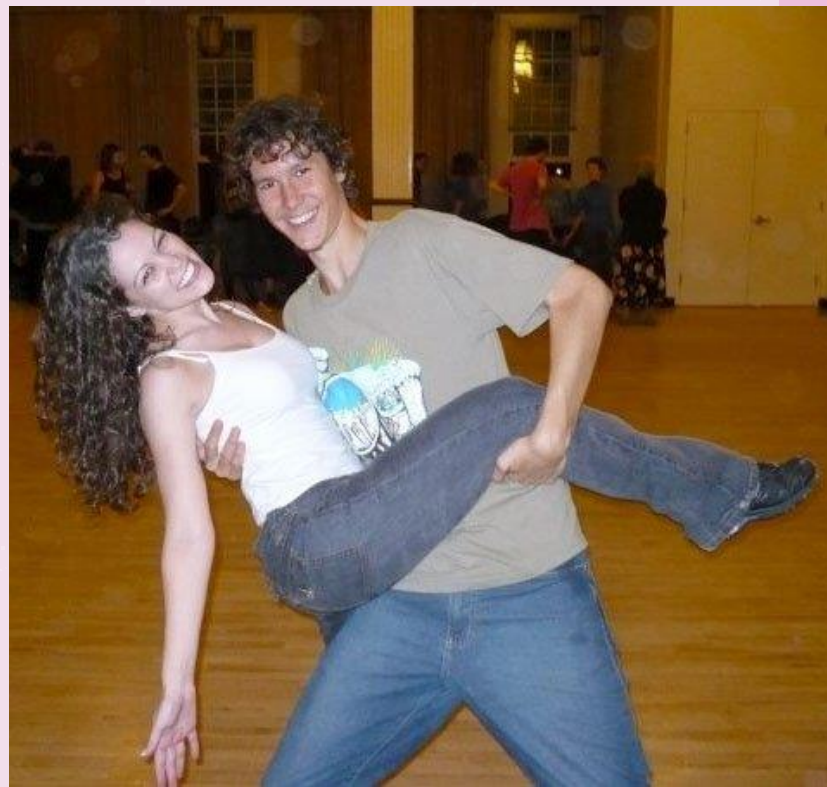
**Wanna build  
weak ties?**

**Don't be fake!**

# Build more weak ties

By organically expanding your network





**Do stuff you like!**

# Building your social capital

Social capital is how people can be useful to each other.





**facebook**®

**Social Capital  
at work!**



# Do more favors



# Be Available



# Connect others

Hey Ashley! Hope you're doing well. How've you been?

I'm reaching out about a project I'm working on. Earlier this year I wrote a play, which I later submitted to a theatre company I'm involved with. The company is called Seed Art Share, and it's a small one here in Raleigh. They got back to me and they're interested in producing it for their 2023-2024 season!

I'm reaching out to you because I'm looking for potential actors in the area to be a part of it. I'm also looking for a director if that interests you. Full disclosure, Seed is very small and this would be a volunteer involvement.

The play is called "The Clown and the Canary," and it's a romantic comedy about a disabled comedian who falls for the journalist who's doing a story about him. It's set in Raleigh and has a diverse cast. Our plan right now is to put together a very informal workshop/reading in early March without an audience.

Can I email you the script so we can talk more? You can see if there are any parts that interest you. Also, feel free to ask around in your circle to see if any others might be interested. They're welcome to contact me.



Thanks!



Hi, Kevin! I've been out of the theatre business for three years, but I know a director who would be great for you. Try reaching out to Katy Koop. I was very impressed with her directing for the Women's Theatre Festival, and since her mother is a member of the disability community, your subject matter would be close to her heart.

She's probably still at  
[Koopkaty@gmail.com](mailto:Koopkaty@gmail.com)

Otherwise, her linkedin is here:

<https://www.linkedin.com/in/katy-koop-66b9583a/>

# Practice time

Time to practice helping helping others to make connections!

## Instructions:

Read the problems to the right that an acquaintance of yours might have.

Think about if you have any connections that could help that acquaintance.

Type that helper's first name in our chat box, along with how they could help.

1. My small business, a cupcake shop, is having trouble attracting customers. I could use some help with designing a website, or getting some ads designed, or hosting small events at my shop to get the word out. I'm willing to pay for services, but I don't even know where to start. Who can you connect me with, and how could they help me?

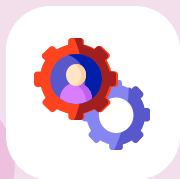
2. I'm getting frustrated in my current job. I've always wanted to be an arts administrator for a non-profit organization, but my only experience thus far has been with volunteering. How can I get my foot in the door? Who can you connect me with, and how could they help me?

# Networking for Introverts

It doesn't have to be exhausting!



# Introversion Networking



## **Pace Yourself**

Don't try to do everything all at once.



## **Connect Online**

New contacts don't have to happen in person!



## **Enforced Downtime**

Make sure there's one day per week where you schedule NOTHING.



## **No Large Events**

Make connections individually or in small groups.

# Research-based Tactics

## **Do Favors**

Give, but don't forget self-care

## **Build Weak Ties**

Make more acquaintances

## **Ask for Favors**

Stack from small to large.

## **Don't Fret**

Don't be self-conscious.

## **Use Novelty**

Stand out from the crowd

## **Create Curiosity**

Be a little mysterious



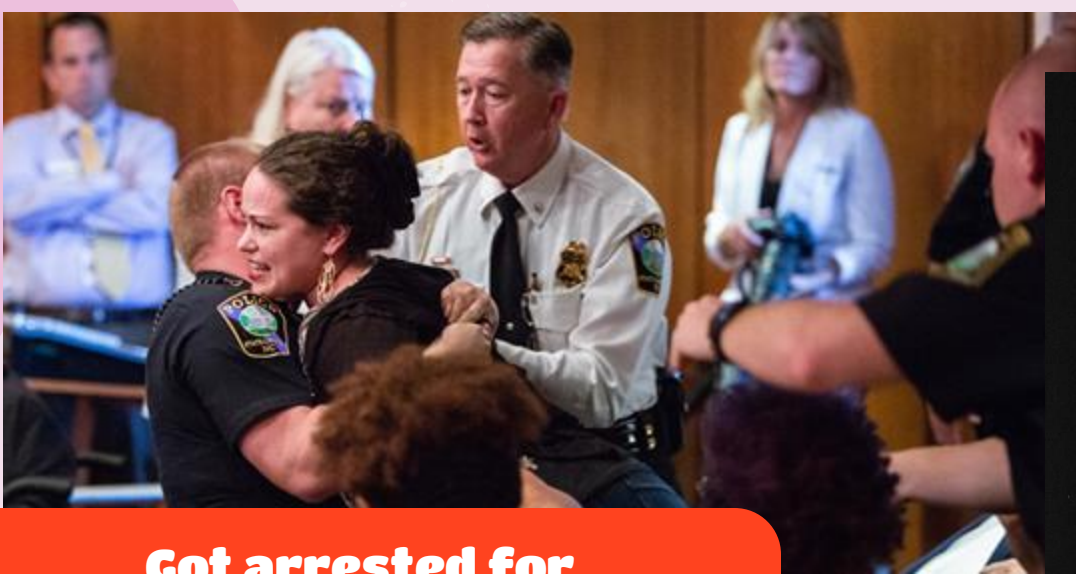
# Two Truths and a Lie

## INFO SET #1

- I went for a walk earlier today
- I speak fluent English
- I used to work at Borders Books.

## INFO SET #2

- I have been arrested
- I speak fluent American Sign Language
- I used to be a professional photographer



**Got arrested for protesting against confederate monuments**



**Was a professional photographer for 11 years**



**Thank  
you!**

# Sources

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