

Networking

Networking is the habit of using friends, relatives and acquaintances to develop job leads. Social networking web sites in the style of Facebook, LinkedIn, and Twitter have greatly enhanced the success of this technique. Following is a list of groups of potential networking contacts:

 888/258-9966 (toll free)

 <http://jobcenterofwisconsin.com>

 jobcenterofwisconsin@dwd.wi.gov



Business associates	All friends	All relatives
Neighbors	Club members	Ministers
Classmates	Christmas card lists	Dentists
Friends of friends	Previous co-workers	Accountants
Politicians	Teachers	Doctors
Cashiers	Insurance agents	Lawyers
Vendors	Suppliers	Bankers
Job placement personnel	Previous employers	Social acquaintances

Acquaintances of any of the above! The list can be endless.

People in your network also have networks. Don't be shy about making these contacts. It is one of the strongest ways of getting a job!

Begin by making a list of groups using the examples above.

Next, under each group, make a list of all the people you can think of. Leave plenty of room for additions. As days pass, you will think of many more.

Third, consider new places to make contacts and keep a list of these. Maintain a list of new people discovered under each of these groups, or add new names to old lists. Some suggestions of places to make contacts: professional organizations; places where people congregate and have time to talk; people who know what is going on in neighborhoods and in communities and in business. Don't forget to check out your local Wisconsin Job Center!

As you contact these people, keep a record of who you have contacted and what you have learned. Each contact has the potential to lead to other contacts. Ask each person you talk to for names of others you could contact.

Add to your lists. Keep your network growing!

Other job search publications

Qualities an Employer Looks for When Hiring (DETJ-8459-P)
 Job Search Issues (DETJ-8456-P)
 Where to Look for Job Opportunities (DETJ-9467-P)

Publications on related topics

INTERVIEWING
 Keys to Successful Interviewing (DETJ-6951-P)
 Hidden Elements of Interviewing (DETJ-9484-P)
 Informational Interviewing (DETJ-9407-P)

RESUMES, APPLICATIONS
 Personal Data Record (DETJ-4937-P)
 Thoughts on Resumes (DETJ-4658-P)
 Resume Writing—A Basic Guide (DETJ-9433-P)

DETJ-9455-P (R. 01/2010)

Use of Social Networking Web Sites

Networking is about making connections. The Internet has changed the way people do it, and the speed it can occur.

Be honest about your situation. Be up front that you are active in a job search with your Facebook or MySpace friends. If you use work-oriented networks like LinkedIn, your posted résumé and references should be current.

The advantage to using social networking sites is in the time amount of time you can save. It improves your ability to reach larger numbers of people who know you, and is more efficient than writing several email messages or making multiple phone calls.

Even though the people you know the best may not be in a position to hire, that may be true of someone *they know*. There is strength in these weak ties. Find them.

Use caution

There are disadvantages, though, if elements of your life outside of work sabotage your job chances before you can



be called for a face-to-face interview. A little common sense will help:

- **Nothing is private.** Don't post items objectionable to a recruiter.
- **Use discretion.** Check your settings to keep the personal details in your profile "private".
- **Check your posts.** Stay current to the comments that are posted on your site.

Common Job Search Methods

Total Job-Seekers Using the Method	Method	Effectiveness Rate *
66.0%	Applied directly to employer	47.7%
50.8	Asked friends about jobs where they work	22.1
41.8	Asked friends about jobs elsewhere	11.9
28.4	Asked relatives about jobs where they work	19.3
27.3	Asked relatives about jobs elsewhere	7.4
45.9	Answered local newspaper ads	23.9
21.0	Private employment agency	24.2
12.5	School placement office	21.4
15.3	Civil Service test	12.5
10.4	Asked teacher or professor	12.1
1.6	Placed ad in local newspaper	12.9
6.0	Union hiring hall	22.2

* A percentage obtained by dividing the number of jobseekers who actually found work using the method, by the total number of jobseekers who tried to use that method, whether successfully or not.