

HOW TO NETWORK



Have you ever heard the old saying, "it's not what you know, it's who you know?" This old saying stands true in the job and career search process.

Developing and continuously expanding your personal and professional network will be essential in exploring, launching, and advancing your career.

SET UP A LINKEDIN ACCOUNT

LinkedIn is the premier professional networking site, with nearly 600 million members and counting, including thousands of MedCerts alumni! It's a perfect place to tell your brand story, connect with others and research career pathways and employers. In addition, hiring managers and recruiters are increasingly using this platform to source talent.

JOIN PROFESSIONAL ORGANIZATIONS

Virtually every field has one or more professional associations formed to facilitate networking, support knowledge sharing and advance industry interests.

SCHEDULE INFORMATIONAL INTERVIEWS

Informational interviews can be an incredibly productive, no-pressure way to learn about a field, explore career paths and build your network of contacts.

IMPROVE YOUR ONLINE PRESENCE

Social media is another venue for building your brand and professional network. Join industry conversations, develop industry contacts, connect with employers and get the word out about your job search.

NETWORKING IS NOT INTIMIDATING - PUT YOUR BEST FOOT FORWARD

For some people, the idea of reaching out to a stranger for a career conversation sounds painful or impossible. If this describes you, don't worry! Successful networking does not require you to pretend to be someone other than yourself. If you're authentic and move out of your comfort zone in baby steps, you'll build confidence and comfort to network.