Networking Topics

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04 Networking at conferences, Career Fairs, and more!
LinkedIn

This is a social media platform which allows you to build a network, view job listings, and find others within the career of your interest.
Networking with LinkedIn

What purpose does LinkedIn serve?

- Connect with students, professors, and supervisors
- Virtual resume
- Search for jobs
- Follow companies/organizations
Networking with LinkedIn

NASA - National Aeronautics and Space Ad...
Explore the universe and discover our home planet with the official NASA page on LinkedIn.
Aviation & Aerospace · Washington, DC · 5,320,094 followers

8 people from your company work here · 36,651 employees

About
For more than 60 years, NASA has been breaking barriers to achieve the seemingly impossible—from walking on the
Networking with LinkedIn

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Networking with LinkedIn

Kyra Nicole Pudol · 2nd
NASA NPWEE Academy || Student Researcher at UNC Experiment...

1 shared connection

Chloe Schneider · 2nd
NASA DEVELOP Researcher at NASA - National Aeronautics an...

2 shared connections

LinkedIn Member
Rocket Scientist at NASA

Message and connect with individuals
Handshake is a UNC-affiliated service that puts students in contact with various employers.
What can it do?

**JOBS:** Search engine to find internships, part-time, or full-time jobs

**EVENTS:** Find UNC-sponsored events where companies are recruiting

**CAREER CENTER:** Get in contact with UNC career help
Jobs on Handshake

By type
Can filter search by type, location, paid or not, and role

By industry
Select industry of interest and select preference towards major if needed

Keywords
Add terms such as “healthcare” or “energy” to further narrow search
Other Useful Resources

Quick Apply
Add resume and cover letter for quick submission to a range of positions

Applications
Applications tab displays if employers have seen, reviewed, and accepted interview

Messages
Update your profile so recruiters can reach out to you if you are a good fit, and vice versa

Saved and Suggested
Handshake will suggest new positions as they become available if they match your previous searches. Save your favorites to apply to later!
Networking with Handshake

1. **Attend interesting events**
   RSVP and attend events to speak to employees/presenters

2. **Check your messages**
   Reply to recruiters who send you interesting jobs, ask any questions you may have or schedule calls if possible

3. **See who else worked within a position**
   The bottom of a posting will show other students, their feedback about the job, and their profiles
Networking in the P&A Dept

Reasons to Network -

- Getting involved in research
- Getting involved in the department (DEI, etc.)
- Getting recommendation letters/references
Getting involved in research/the department -

- Use your network of friends (ViP, SPS) to learn about professor you want to work with
- Email them - the worst they can say is no!
- If not ready yet - ask them for advice so you’ll have the right skills later
How do I do it?

Connecting with professors for letters/references

- Go to office hours for classes that you like the material/professor for
- Let them see that you’re genuinely interested
- Ask a professor from a class were you really enjoyed a project/major assignment
Networking at Conferences, Career Fairs, and more!

Conferences, career fairs, or other professional settings where you are meeting new people in your field are great ways to expand your network!

Some different networking levels you might encounter are

- Peers - people at your professional level
- Mentors - people at a higher professional level, perhaps with experience you would like to gain/in a position you are pursuing
- Recruiters/Hiring Managers - people who screen applicants for positions
How do I do it?

Here are a few general tips for networking in person:

- Have some questions prepared ahead of the event for the different levels of people you might meet
- Know and practice your elevator pitch (details on the next slide!) so you can concisely express your professional goals
- Be engaged in the conversation, be friendly, and be aware of time constraints that might be present in your interaction
- If possible in a respectful way, make a plan to connect again in the future (get contact information or connect via LinkedIn, etc.!)
Elevator Pitch

1. Introduce yourself!
   a. “Hi, my name is Izzy, it’s great to meet you!”

2. Give a quick background
   a. “I’m currently a senior at UNC studying Physics and Computer Science, and I
      i. just previously finished an internship with [company] where I did [xyz project]”
      ii. am a current teaching assistant for [class] where I lead [xyz effort]”
      iii. currently do research with [lab] working on [xyz research interest]”

3. Explain what you want (& Ask your questions [career fair type event/conference])
   a. “I’m looking for [this type of position] at [your company/lab/group specifically]
      i. because I have a passion in [something specific to job/company]”
      ii. Because your approach to [xyz problem they solve] is interesting to me as a [your experience]”

4. Finish with “call to action”
   a. “Would you be willing to connect with me via [LinkedIn/email/etc.]”
   b. “I’ve applied to [xyz position] but I would be interested to hear your perspectives on [xyz question] if you have some time to chat now?”
Career Fair/Conference Recruiting Tips

If some recruiting professional will be present, here are a few tips to follow to leave a good impression!

- Don’t start your networking with your #1 choice -- practice with other people to get rid of nerves and get more comfortable!
- However, be wary of long lines if your choice recruiter is popular at the event, make sure to make your top choices your second or third stop if the event is busy
- Come prepared!
  - Bring a resume/CV (if applicable to the event) and/or a notebook (or business cards if you are that ~savvy~) to store contact information
  - Have a few questions ready, and tailor your questions to something about your experience that makes you a good candidate
- If you get contact information, follow up within 48 hours!
The follow up message

You received contact information from a potential mentor/recruiter, *Now what?*

- Make sure to send a follow up within a few days (ideally 48 hours so they remember you!)
- Re-introduce yourself in the email (briefly) and say where you connected--they probably met lots of people at the event and need a refresher about you
- State your goal!
  - Are you looking for advice? a mentor? a reference? a job?
  - Generally, here you are only asking for something that they already mentioned being willing to provide (i.e. “I’d be happy to answer any further questions over email”), but if they didn’t the worst they can say is no and then you move on!
- Include any useful information (resume, CV, description of who you are, etc.)
- Be gracious; thank them for their time and help!
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