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# Digital **Networking** and the Hidden Job Market



## Hidden Job Market

Refers to jobs not posted publicly online, which means they **can only be accessed through networking.**

## Networking is vital.

Start building relationships, creating dialogues, and even set reminders to reach out to colleagues so you don't miss opportunities when they pop up.

# Digital Makes Networking Easier than Ever

## Social Media



## ENGAGEMENT

Create new relationships, join groups, have conversations, and build your professional network.

## JOB LISTINGS

Search for and apply to jobs, follow companies you like, connect with recruiters.

## PROFESSIONAL & PERSONAL DEVELOPMENT

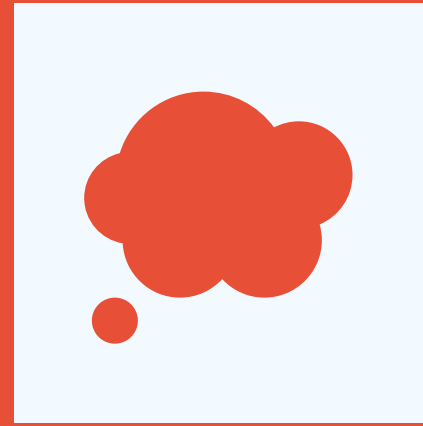
Learn about your craft/industry, follow things that are important to you, expand your awareness.

# 9 Pillars of Digital Networking Etiquette

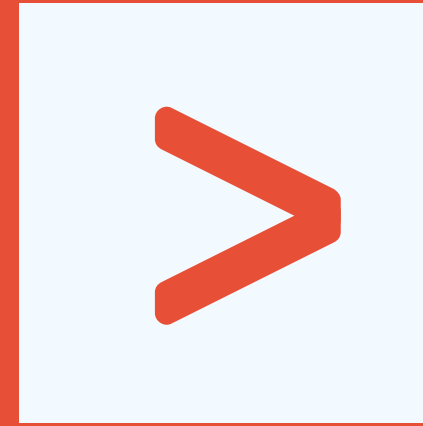
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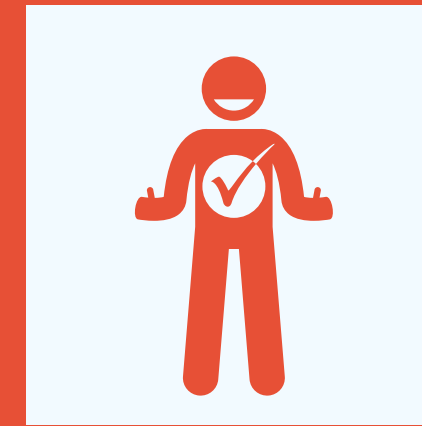
Provide  
Value



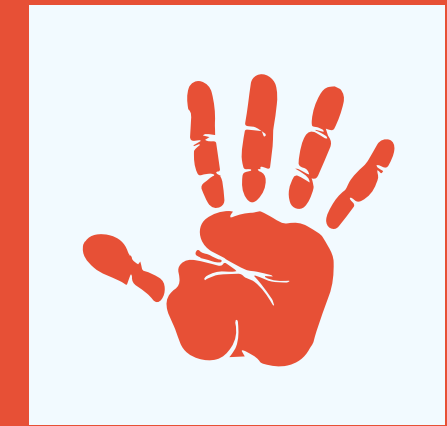
Contribute  
Thoughtfully



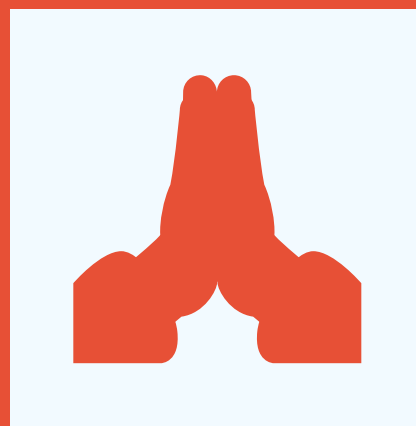
Give More Than  
You Get



Be  
Genuine



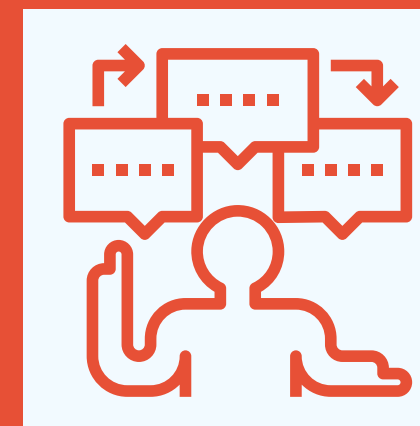
Make it  
Unique



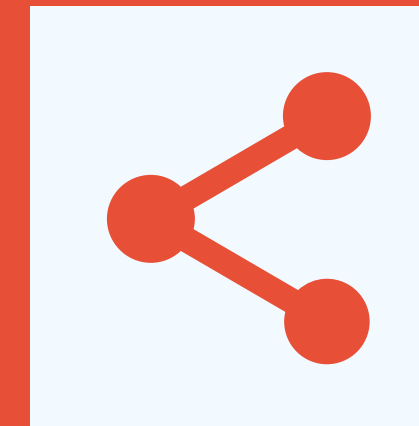
Lead with  
Gratitude



Respect Others'  
Time



Play the  
Long Game



Share  
Generously

# 9 Pillars of Digital Networking

## 1 PROVIDE VALUE

Consider how your knowledge, expertise, and skills can help others. People are much more likely to help you if you've helped them in the past. This can be as simple as answering a question posed on social media or forwarding a link to someone who may benefit from it.

## 2 CONTRIBUTE THOUGHTFULLY

Make sure each time you contribute online through social media, blogs, or other platforms, that you consider your wording, tone, and content carefully. Social media moves fast, but mishaps can be hard to live down.

## 3 GIVE MORE THAN YOU GET

Don't be a needy networker. Make sure you strive to give more than you get in every relationship. Let people know they can count on you, let them know you care about their success and want to help in any way you can.

## 4 BE GENUINE

Networking can be awkward for a lot of people, and the more you try to be someone you're not, the worse off you'll be. In all your interactions, try to relax and just be yourself. (or, ya know...the polished version of you.)

## 5 MAKE IT UNIQUE

Take a moment to learn about each person before reaching out for the first time. Try to include a unique element to each message, so they know you're talking to them specifically, not just sending out dozens of canned messages.

## 6 LEAD WITH GRATITUDE

Gratitude goes a long way. When you are asking for someone's time or expertise, if you lead with your own appreciation and an acknowledgement of how much it would mean to you, they're much more likely to say 'Yes'.

## 7 RESPECT OTHERS' TIME

**NEWS FLASH:** Everybody's busy, and we all think we're busier than everyone else. If someone actually does agree to give you some of their time, be respectful and don't take up any more of their time than necessary.

## 8 PLAY THE LONG GAME

Don't be the one who only networks when it's beneficial to you. Make it a long-term good habit. Building relationships takes time, so decide now that you're in it for the long haul.

## 9 SHARE GENEROUSLY

Share posts from people you like, admire, and respect. In doing so, you not only help their information reach a larger audience, you also help yourself 'get on their radar', develop your relationship with them, and even build your own authority in your career space.

## 3 Layers of Networking:



**People You Know**



**New People**  
(w/ no immediate return)



**Direct**  
**Decision-Makers**

## 3 Layers of Networking (Continued)

### PEOPLE YOU KNOW

Friends, family, etc. Tell them your situation and what role, industry, or company you're looking for, and why you're a great fit. Ask them whether they know someone in that role, company, or industry they can introduce you to.

### NEW PEOPLE (w/ *no immediate return*)

**Long-term strategy.** Building real relationships with people who do your target job, work in your target company, or otherwise have insider knowledge you don't. Follow and Connect on social, comment and engage without asking for anything.

### DIRECT DECISION-MAKERS

Many job seekers focus their time here, but it should only be a small (but highly targeted) focus. Although this is an immediate-return strategy, don't start with an immediate 'ask'. Start with something helpful to them or some sort of compliment.

*With all networking efforts, always be mindful of the person you're reaching out to, and always show gratitude for any time or help they give you.*

# Networking Strategies

## Short-term

### THE BEST *SHORT-TERM* NETWORKING STRATEGY

The best short-term networking strategy involves the people closest to you: your friends and family.

Reach out to all the people you know well, who like you, and who are really in your corner. Tell them your situation and let them know what role, industry, or company you're looking for, and why you're great for it.

Ask them to keep you in mind if they hear of any openings and ask them to consider whether they know someone in that role, company, or industry they can introduce you to.

When doing this, always be mindful of the person you're reaching out to, and always show gratitude for any time or help they give you.



# Networking Strategies

## Long-term



## THE BEST *LONG-TERM* NETWORKING STRATEGY

For your long-term strategy, think of growing your network strategically with people who can help you get where you want to go – even if it’s just through the example they set.

Networking isn’t just about people you wind up creating a close connection with, it’s also about the people you follow, look up to, and learn from – even from afar.

Start with people you know: friends, former and current colleagues, people you went to school with. Check out who they follow or are connected with, because those may be good people for you to follow or connect with, too.

Overall, you want to network with people you like, respect, and can learn from.



# What to Say When You Connect

# Flattery

Flattery will get you everywhere. Do some research into each person and find something they've done, said, posted, etc. that you like – and start by complimenting that.



# Common Ground

You can also look for commonalities to help break the ice. I've found that sharing an alma mater (i.e. having both gone to the same college) can often be a great starting point.

# Have a Strong Introduction!

## Elevator Pitch



### **SUMMARIZE**

Who you are, what you do, and why/how you're great at it.

### **BE PERSONABLE**

So it doesn't sound like you're just spouting your resume.

### **CUSTOMIZE**

Always customize to the person or situation. Creating a few different versions of your pitch will help in situations where you may have more or less time to get your points across.

# Important things to remember:



**Make lasting connections**



**Don't start with an ask**



**Keep their interests  
in mind**

# Practice Time!

Take a few minutes to split into groups and practice your elevator pitch. Ask each other for input and/or inspire each other by sharing what you come up with!

# Maintaining a Strong Network

Be helpful,  
thoughtful, or  
supportive



## POSITIVITY

Bring positivity into people's lives. People really appreciate that, and it can go a long way toward creating a lasting relationship.

## GRATITUDE

If anyone helps you in any way, show gratitude.

## TRACKING

You can track your activity with an excel spreadsheet or a tracker you find online. Keep track of the important people you connect with, when you last contacted them, and what your communications have been thus far.

# Additional Resources

*Job Search Networking Strategies (That Actually Work) w/ Example Networking Scripts*

<https://rverjobexchange.com/job-search-networking-strategies/>

*LinkedIn for Networking in Your Job Search...*

<https://rverjobexchange.com/linkedin-for-networking/>





# QUESTIONS?

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