# Networking Communication Tips:

How to start communication via LinkedIn or email:

* Introduce yourself, your major and your interests
* Establish your networking connection: What is your link to them?

Do you have a mutual connection? Are they GT alumni? Do they work in an industry or function you would like to pursue?

* Ask for some time to ask a few questions and/or for advice
* Thank them for their time

Do:

* Research the best connection
* Know deadlines for job postings
* Utilize CoC resources (see below)
* Keep emails short & professional
* Ask for advice or more info
* Be respectful of their time
* Be a good listener
* Follow up with a thank you note
* Stay in touch

Don’t:

* Contact C-level executives
* Expect an answer immediately
* Bug contacts with frequent (weekly) communication
* Call at work without prior notice or appointment
* Immediately ask for help with obtaining an internship or job
* Expect them to travel to you to meet
* Talk about yourself the whole time

[LinkedIn](http://www.linkedin.com)

# Below are resources for CoC students on networking opportunities:

Follow these tips to help you stand out:

* Use industry keywords in your profile
* Post a professional photo
* Include student leadership activities
* Consider including relevant courses in your education section

[CoC Alumni Mentoring Program](https://www.cc.gatech.edu/mentoring-program)

Facilitates meaningful and mutually beneficial mentoring relationships between alumni and students. The mentoring relationship is a one-year commitment between the student (protégé) and the alum (mentor). Contact alumni@CoC.GT.edu to learn more.

**Georgia Tech Connect**

[Georgia Tech Connect](https://connect.gtalumni.org/hub/georgiatech/person) is the [Alumni Association](https://www.gtalumni.org/s/1481/alumni/19/home.aspx?gid=21&pgid=61#gsc.tab=0)’s connections platform. Whether you are a student looking for a mentor, or an alum looking to find other alumni in their city, Georgia Tech Connect is a platform for all Yellow Jackets. This platform is opt-in, so you know anyone you engage with is there because they are actively interested in networking with GT students and alumni.

# Remember these non-verbal actions when giving your pitch:

* Make eye contact with the person 60-70% of the time
* Smile to appear friendly and engaged
* Handshake: firm, 2-3 pumps
* Posture: stand tall and confidently
* Voice: display confidence & enthusiasm

# Here’s some sample dialogue for the elevator pitch:

* 1. Introduce yourself with your name, year, major, activities, and aspirations:

“My name is Joe Smith. I am a sophomore majoring in computer science and am a member of GT Gaming Association and Sapphire Leadership.”

* 1. Say something about your knowledge/interest in the company or an interesting fact:

“I learned about your UI/UX internship through CareerBuzz. I’m particularly interested in this because you offer social media and print marketing experiences within the internship.”

* 1. Say something about what skills you can bring to the company or what you can believe you can offer them- make sure it matches what the company is looking for:

“My previous experience using social media as the marketing chair for THON plus my involvement in PSAMA will be an asset to your company in this position.”

* 1. Ask an open-ended question that will encourage dialogue:

“Could you tell me some of the specific projects I could expect to work on in this role?”

If you are not pursuing a specific opportunity or you are an underclassmen and the company is only pursuing juniors and seniors, you can ask:

“Hi company X-I know you are not hiring freshmen/sophomores, but could you give me some feedback on what to do so I will be marketable for an internship my junior year?”

# Choose your words carefully to tell your story- practice it to nail your first impression!

1. Introduce yourself with your name, year, major, activities, and aspirations:
2. Say something about your knowledge/interest in the company or an interesting fact:
3. Say something about what skills you can bring to the company or what you can believe you can offer them (make sure it matches what the company is looking for):
4. Ask an open-ended question that will encourage dialogue: