

# Effective Online Networking

Maximising Your Chances for Career  
Change



# We will cover:

- How to find the right online networks for your career goals;
- The features of online networking that make it different to in-person; and
- What to do before, during and after an event to make it as effective as possible

# Agenda

**Finding the  
Right Online  
Networks**

**Why Online  
Networking is  
Different**

**Effective  
Online  
Networking**

**Questions**

# Finding the Right Online Networks



# Networking objectives



- Finding recruitment consultants you can work with
- Finding out more about an organisation, role or industry you are interested in
- Making it known that you are looking for a new role/recommendation
- Finding vacancies
- Finding not-for-profit, non-executive, temporary and interim roles
- Finding training or other work experience
- Speaking to others in the same situation

# Online networks

## Existing Networks

- Former/current work colleagues
- Old college friends
- Current friends and family
- Social organisations
- Former clients and suppliers
- Industry/professional contacts

## Asynchronous Networking

- Not in real time
- Linked In and other social networks
  - Email
  - Calls
  - Industry/professional forums
  - Alumni forums
  - Recruitment/job search forums

## Synchronous Networking

- Events
- Online events
  - Industry forums
  - Professional bodies
  - Chambers of Commerce
  - Linked In events



# Effective use of Linked In

Complete  
your profile

Post  
regularly

Always  
connect with  
a message

Get  
recommendations

Add value



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# Why online networking is different





# Differences between online and in-person networking

## Online

- Can meet wider variety of people
- Efficient – no travelling
- Generally more structured
- More distractions
- More enjoyable?

## In person

- Local and may be more relevant
- Longer events
- Generally less structured
- May feel more natural
- More enjoyable?

# Effective Online Networking



# Before



- Work out your networking objective
- Look at the attendance list
- Research and prepare questions/openers
- Have your LI link or email address to hand
- Prepare your space
- Prepare your “elevator pitch” and “ask”
- Go in with the right mindset

# A good “Elevator Pitch” – “Tell me a little bit about you...”

## Warmth

- Smiling, gestures, eye contact
- Natural, and authentic
- Stories (if relevant!)
- Ask the same question of them

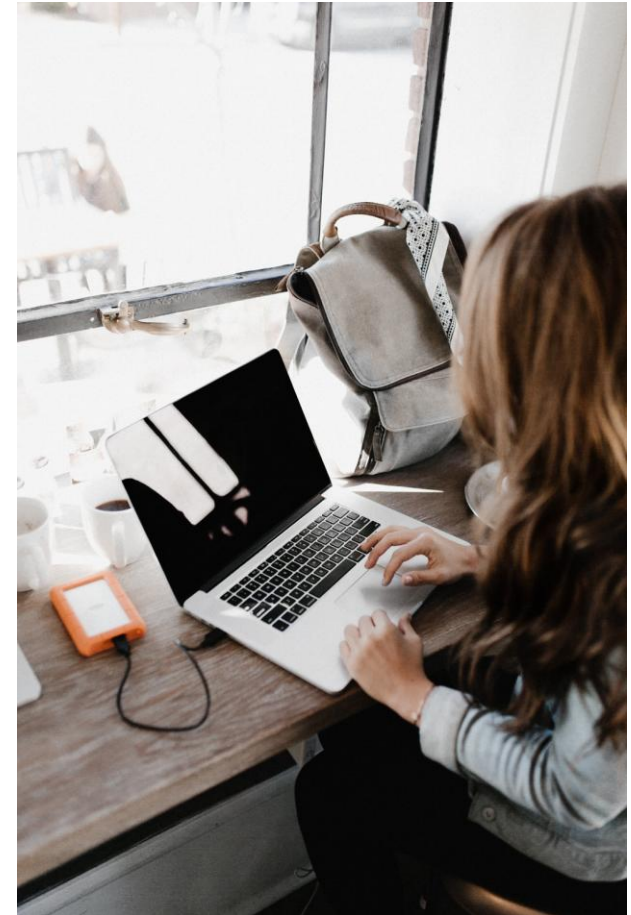
## Competence

- Concise and credible
- Memorable
- Confidently delivered
- Include your “ask”

“I’m a curious accountant who loves solving problems and helping businesses to make better decisions. [...] I’m looking for opportunities to do this in the retail sector, perhaps in commercial finance or as a finance business partner”

# During

- Be focused and listen intently
- Ask questions and be curious
- Be animated
- Look for ways to help
- Make notes if you need to
- Share contact details
- Be human!



# After



- Do what you say you would do
- Connect with people on Linked In
- Make a note to follow up
- Keep notes somewhere
- Debrief

# Questions



# Final points

- Your network is bigger than you think
- Be consistent - regular frequency
- Stick to your strategy and objectives
- Offer help before asking
- Maintaining a network can take time
- Networking is a long term investment



# Contact

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