



Rebecca

People Advisory Services Recruiter

Building your brand and networking - best practices

- ▶ Be bold and tell everyone you know that you are looking for employment - be detailed in the type of job you are looking for
- ▶ Tell your parents, your neighbour, your friends, etc. You never know who may be in their network - they can connect you to professionals who are in your job field
- ▶ If you don't have one yet, build out a complete LinkedIn profile. On LinkedIn you can indicate that you are open for job opportunities
- ▶ Ask for informational phone calls with connections on LinkedIn. This is so that you can gain a better understanding of a company or specific group within a company. Don't be afraid to follow up!
- ▶ Share meaningful content on your social media networks
- ▶ Contribute to conversations on articles / content that users have shared by adding your thoughtful comments
- ▶ If you have a connection within a certain company, reach out to them and ask them to network you with others in the company. You can also ask them if they have contacts with similar companies to help broaden your network
- ▶ Keep your resume updated, as well as your LinkedIn profile
- ▶ Think about who you are and who you want to be. Try to define yourself in a 30 second elevator pitch
- ▶ Research the industry so you can ask meaningful questions
- ▶ Take matters into your own hands - create a hit list of companies you want to work for and successively take targeted action (e.g. finding the right people)

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