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# Networking in the Digital Age

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# DISCUSSION POINTS

- Setting Your Networking Goals
- Where Can you Network?
- Utilizing All of Your Networking Resources
- Networking Dos
- Networking Donts
- Practice Makes Perfect

# NETWORK

**But first, determine your goals by having intention behind your connections**

- Do you want to strengthen prior relationships?
- Do you want to make new connections?
- Do you want to find new opportunities?
- Do you want to gain industry knowledge or find a mentor?



# NETWORKING

## Where Can You Network?

### Virtual Events

Coffee Chats, Workshops, Lunch and Learns

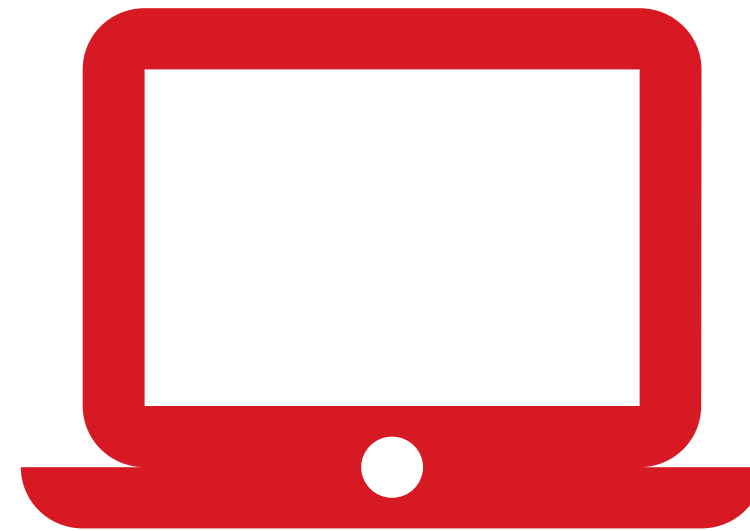
### Social Media

LinkedIn, Facebook, Instagram, Twitter

### Within Your Organization

Meet and find people to connect with who are within your own company

### Alma Mater's Career Center



# UTILIZING VIRTUAL EVENTS

## Leverage your online resources

### ● Do Your Research

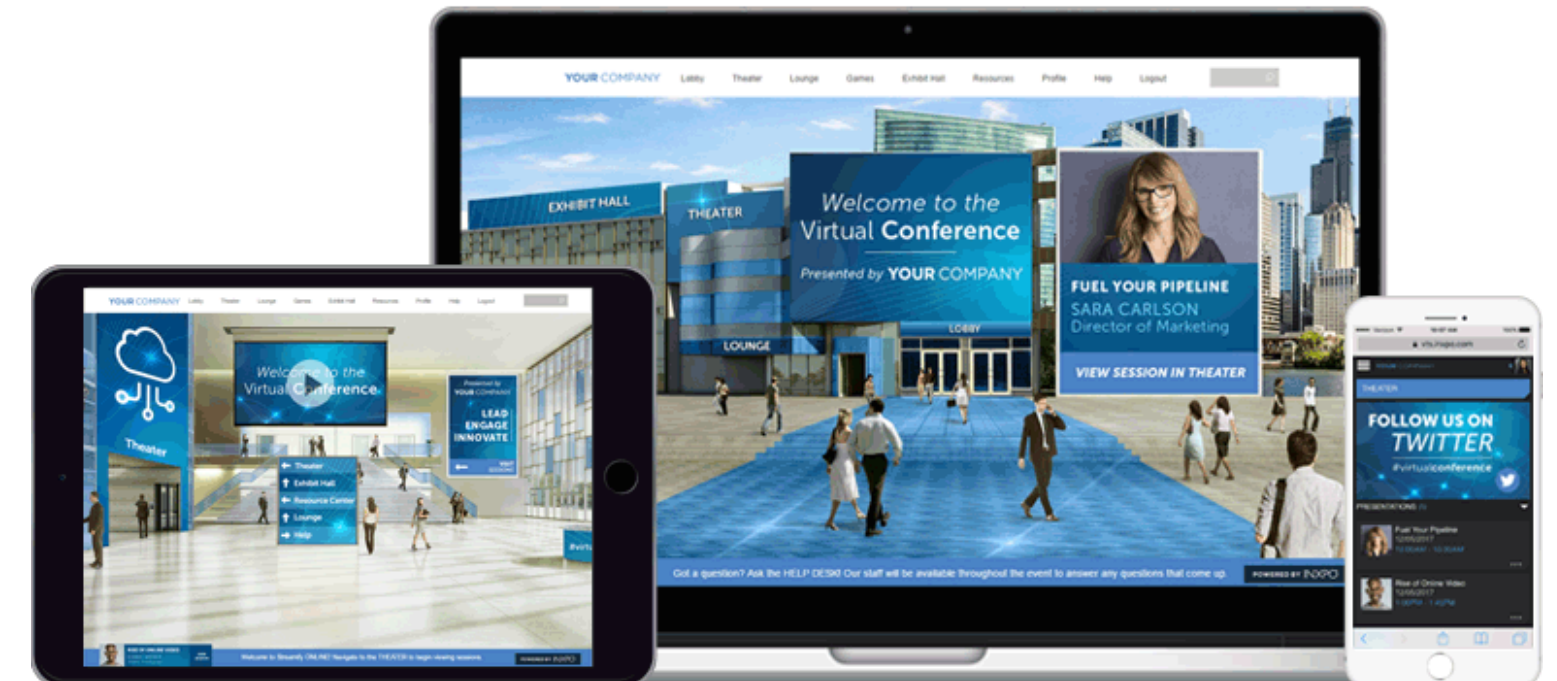
- look up information on the presenter/professional
- Google
- LinkedIn

### ● Spark Conversation

- log on early
- ask questions
- provide feedback of your thoughts on specific points

### ● Send a Message

- introduce yourself and thank the speaker
- follow-up questions
- think back on your goals, and articulate those goals





# UTILIZING LINKEDIN

Just because you connect with someone, doesn't mean you have an actual connection

- Update Your LinkedIn

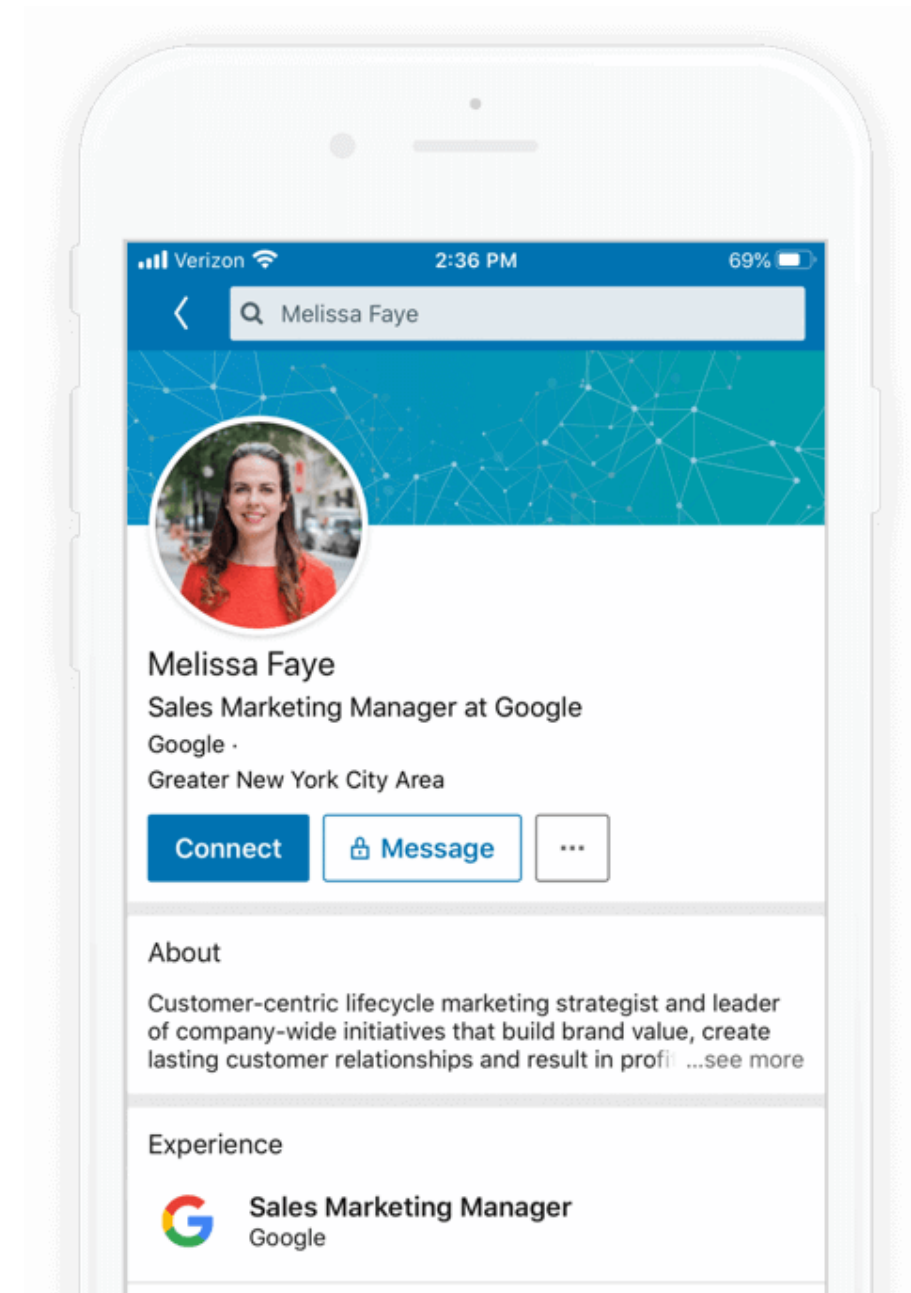
- resume uploaded
- headshot
- skills; those you network with can endorse these skills
- work experience

- Be Intentional

- companies you are interested in
- roles that interest you
- groups that relate to your role or interests

- Send a Message

- connect, but also send a personal message
- leave it open-ended
- use this time to your advantage; schedule a call



LinkedIn 

# UTILIZING YOUR ORGANIZATION

Leverage the community you have in front of you

- **Schedule Virtual Coffee Chats/Shadowing**

- a way to get to know them and their role
- keeps you connected to your organization
- example: Walk A Mile Program

- **Use Company Resources**

- Facebook groups
- LinkedIn pages
- work with your HR team





# UTILIZING YOUR ALUMNI CAREER SERVICES

Leverage the communities you have been a part of

- City Networking Events
  - virtual way to connect with professionals of all ages
- Alumni Portals
  - virtual way to connect with professionals of all ages
  - Handshake
- State Your Goals
  - connect with an advisor who can connect you with others
  - use the resources they provide
  - build a connection with the advisor in the process



# NETWORKING DOS

- Do provide your help
- Do be authentic and genuine in your interactions
- Do log on early
- Do follow up to continue cultivating the relationship

# NETWORKING DON'TS

- Don't jump right into asking for something
- Don't hide behind messages, follow up by asking if they would like to connect via video
- Don't connect with just anyone
- Don't overly check-in with your connections

# NETWORK WITH US

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