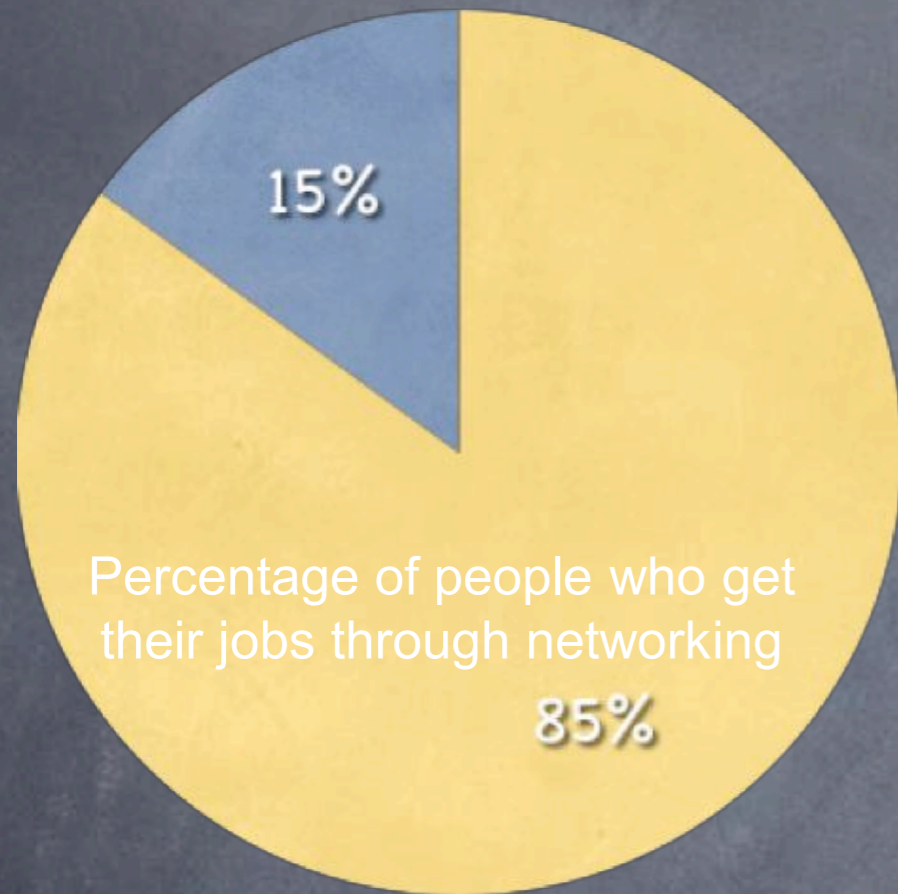


Networking 101

ABC's of networking, tweet ups and meet ups

Importance of Networking



- Employers prefer to hire people who came to them through a trusted source
- Many jobs are filled through contacts/networks and never posted to the general public

It's important to get out there and meet people

- Everyone is a potential contact
- Expand your networks by joining professional organizations and attending networking events

Forming Connections

Look at joining professional organizations to expand your network

- Alumni associations
- Professional associations related to the career field you'd like to pursue (e.g., Women in Government Relations or Society for Human Resource Management)
- Organizations made up of people like you who have shared life experiences (e.g., National Military Spouse Network)

Member benefits vary but generally include:

- Members only job boards
- Mentoring
- Networking events

Networking Events

- One of the biggest advantages of belonging to a professional organization
- Make an effort to attend and meet new people - easiest way to expand your network and get the inside track on jobs
- Keys to success when attending networking events:
 - First impressions are very important - business attire is always appropriate
 - Bring along your business cards in a case or holder
 - Be prepared to meet people - this one in particular (through NMSN), you will be connecting with other professional military spouses like yourself as well as potential employers and spouse employment personnel
- Tweetups are a relatively new type of networking event

So What's a Tweetup?

Q: What is a Tweetup?

A: A Tweetup is a meeting with an added social media component utilizing Twitter

Q: What is Twitter?

A: Twitter is a fast-paced, free platform for social networking. You have to say what you want in 140 characters or less

Q: Do I have to use Twitter to attend a Tweetup?

A: Of course not, tweeting is optional and merely provides an opportunity for folks who can't be there in person to follow the event online utilizing a hashtag

Q: What is a hashtag?

A: A hashtag is a word followed by the # sign in a tweet. For the purpose of our Tweetup we will be using #NMSN

Before you get out there

- Make sure you have professional looking business cards
 - If you don't currently have a job, put together a networking business card - you can find samples online
 - You can get business cards at stores such Kinko's or Staples that may also have design services, online at sites such as Vistaprint.com or you can make them yourself with business card stock
- Take some time to outline expected goals and your desired outcome
- Develop a 30 second "elevator speech" about yourself
 - Helps you articulate your professional accomplishments and/or background by organizing your thoughts
 - Develop several iterations so you can tweak them depending on who you're speaking to

At the Event



- Introduce yourself to the host and the speaker (if there is one)
- Mingle
 - Listen well - get to know people rather than just strictly selling yourself
 - Make small talk - stay away from controversial topics
 - Remember, you're there to meet people and make contacts - don't talk to any one person for too long

Exchanging Information

- Write a little something about the person you just met on the back of their business card to help with recall
- If your business card carrying case doesn't have two compartments, put the cards you're collecting on one side and pull your cards from the other
- After the event, send a quick note or e-mail to follow up with all your new contacts



National Military Spouse Network

- More about NMSN (National Military Spouse Network)
 - networking and professional development organization serving military spouses who balance their own goals and ambitions with the military lifestyle
 - NMSN is the new professional milspouse community offering connections both on and off-line for career-oriented spouses
- Find us on Twitter (NMSNnetwork) and Facebook
- www.nationalmilitaryspousenetwork.org