



Networking as a Job Search Strategy

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WHAT IS NETWORKING?

Networking involves building connections that support the exchange of information and resources in relation to a particular area or topic. In terms of careers, networking usually involves conversations with individuals in a related field. The goal of networking is to learn more about the industry and organization to inform your career exploration and job search. By expanding your networks and connecting with peers in the field, you are able to share your skills and goals, and receive specific career advice and feedback from individuals who are in roles that you are aspiring towards.

WHY SHOULD I NETWORK?

As a job search strategy, networking is incredibly effective; in fact, over 80% of jobs come from networking, and 40% of job seekers have landed their preferred or ideal role through networking. One of the strengths of networking is that it is effective for both job-seekers and recruiters; most companies in Canada (88%) use networking as part of their recruitment strategy to identify and hire promising candidates. LinkedIn is therefore a popular tool that is used by many recruiters to search for or screen potential candidates.

HOW DO I GET STARTED?

1. **Reflect on your career goals and questions.** Networking can support you in exploring different careers or finding out more about a specific role that you're interested in – however, to network effectively, you need to be clear on your goals and what you're hoping to learn from others. For career exploration, if you need support getting started, you can [book an appointment with a career advisor](#).
2. **Do your research.** Once you have decided on your questions or goals for networking, do some preliminary research to determine what information is easily accessible, so that you can use this information to craft better questions and have more meaningful conversations. For example, if you are interested in a particular role, you might visit job boards such as [Indeed](#), [Eluta](#), or [LinkedIn](#) to identify trends in the key skills and qualifications required. Additionally, to learn more about an organization, you might visit [Glassdoor](#) to read reviews from employees. You can also consider reviewing labour market information for your career field or industry; the [Province of Ontario](#) and the [Government of Canada](#) sites are useful places to get started; for more support with labour market research, the [Humber Library](#) has additional resources.

References:

LinkedIn Canada
Canadian Association of Career Educators and Employers

- 3. Build your networking profile.** By reflecting on your career goals and doing your research, you are better positioned to articulate your career aspirations and ask thoughtful questions. However, before you connect with others, focus on how you can leverage the information and insights you've gathered to make a strong impression. One way to make a strong impression (should a networking contact or recruiter search you up) is to create or update your LinkedIn profile. For more support with building a strong profile, review the "[LinkedIn Profile Tips](#)" resource.
- 4. Identify who you are hoping to connect with.** It is helpful to network with individuals who are in or are related to roles or careers that you are interested in. This can include new professionals as well as more senior professionals. For support identifying and reaching out to connections, as well as finding opportunities to network, review the "[Finding Networking Connections and Events](#)" resource.
- 5. Reach out.** Once you have found someone you're hoping to connect with, you may want to reach out and send them a message to connect; if you met at a networking event, you may wish you have a follow up conversation. These conversations are typically called informational interviews. You can learn more about informational interviews and the types of questions you might ask through the "[Networking Conversations – Informational Interviews](#)" resource. If you make a meaningful connection, try to stay in touch; an easy way to do so is to be connected on LinkedIn.