What You Need to Know about Networking
Career Planning for Employees

What is networking?
Networking is getting to know people and building relationships that last. Networking can happen at work or outside of work, and can include lots of different activities such as:
- Grabbing lunch or coffee with a colleague
- Getting to know those on a new project team
- Meeting new colleagues at conferences
- Volunteering at events or for different organizations
- Job shadowing another employee
- Conducting informational interviews with those in jobs that you're working towards
- Talking to others outside of your department at work events

Why is networking important?
You've heard the phrase "It's not what you know, but who you know." But why is networking such a critical skill? Networks provide information – to yourself and others. They help you learn about opportunities, different ways to accomplish goals, and more. They also give others a chance to learn from and about you. Networking can help you get a new position or project through referrals as well. In fact, referrals make up 25% of all external hires.

What are some tips for networking successfully?
- Be open to meeting a variety of people, including those outside of your field
- Be intentional about making time to network and keeping up your relationships
- Be willing to reach out to your network for help and be willing to help others
- Reflect on what your goals are and how networking can move you forward
- Use social media to your advantage

How to Network Using the Internet & Social Media
Social media transformed the digital world into an environment where people interact, converse, collaborate, and seek opinions and endorsements. Blogs, social networks, and web sites are exciting new ways for employees to share knowledge, express creativity, and connect with others who share the same interests. Social networking sites can serve as great resources for finding other people who align with your interests and career goals and starting conversations with them in low-pressure ways. (See also: Using Social Media in Your Career)

Resources and Links
- [Job Networking Tips](#)
- [7 Reasons Networking Can Be a Professional Development Boot Camp](#)
- [Strategic Networking](#)
- [What social network is best for your business?](#)