



# **ONLINE NETWORKING**



*St. John's*  
**BOARD of TRADE**



CONNECTOR NL



# Connector NL & St. John's Board of Trade

- Networking program to help new residents and recent graduates make professional connections
- Offer networking training and events to connect with the business community and community at large

[ConnectorNL.ca](http://ConnectorNL.ca)

- Your Go To Place for Business, representing over 750 members businesses
- Offering opportunities to Celebrate, Support, & Connect, including Advocacy

[StJohnsBOT.ca](http://StJohnsBOT.ca)

# Networking is about Building Relationships



With people you already know **or** people you want to know



Can be planned (online events), targeted (LinkedIn), or serendipitous (stumbled upon a website)



To get connected for job search, professional association, or general social connection

# Do Your Research!



- What companies/individuals/industries do you want to engage with?
  - This can be broad (industry associations) or focused (individuals at a specific company)
- What avenues are available to reach them?
  - Social Media, Website, Webinars, Phone or Video Calls?
- Set a goal
  - Meet three new people
  - Book one follow-up meeting

# Technology



- Familiarize yourself with video conferencing resources through desktop/laptop and phones/tablets
  - Zoom
  - Go To Meetings
  - Facetime
  - Microsoft Teams/Google Duo
- Use a headset or ear buds for better sound quality
- Consider your background and your appearance

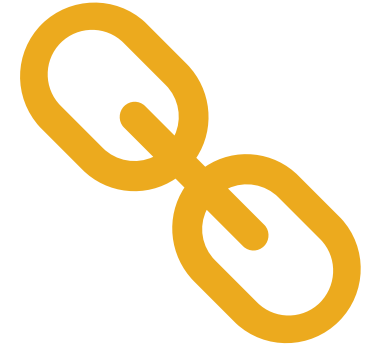
# Social Media



- Excellent networking tools!
- When sending direct messages
  - Use an introduction
  - Don't send spam
- People will search you on Facebook/Twitter/Instagram

*What does your profile say about you?*

# LinkedIn



- Familiarize yourself with all its features
  - Free vs. Premium accounts
  - Complete all sections of your profile – it's your digital resume
- Join groups and follow pages
  - Search by industry or region (NL or Atlantic Canada)
- Connect versus Direct Messages
  - Connect sends a connection request, always include an introductory message
  - Direct Messaging is available with existing connections, will be locked to outside connections with a premium account

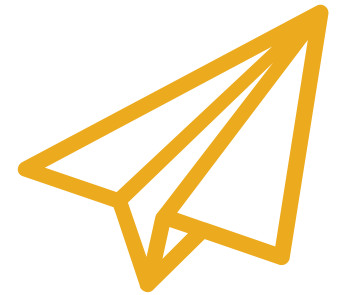
# Resumes and Portfolios



- Have a digital resume ready (PDF or Word)
  - This includes completing your LinkedIn profile
- Consider video resumes or video messages to reach others faster
  - Video is viewed more on social media than pictures or text
- Would an online portfolio or website help your networking?
  - Wordpress, E-Portfolio, Crash Careers, etc...



# Follow Up



- Don't expect to cover everything in your first conversation
- Take the lead! Ask for their email or phone number
  - Send an email with more details or your resume
  - Schedule a time to meet again
- Send the follow up email/call 2-3 days after the initial meeting
- Have a professional email address designated for all online, and in person, networking activities

# Resources & Reminders



## Social Media

- Groups
- Hashtags



## Websites

- Meetup



## Newsletters

- Connector NL
- St. John's BOT
- Local Chamber of Commerce
  - Industry Associations



*Use a clear, concise introduction (practice if delivering with video)*



*Be considerate of people's time*

- Follow up promptly

**For more information please contact us.  
We look forward to Networking with you!**



**CONNECTOR NL**

[ConnectorNL.ca](http://ConnectorNL.ca)

We're Social, find us on:



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