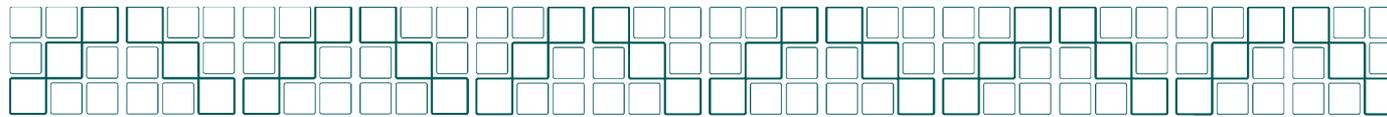

Networking & Social Media

Amanda Dumsch
Career Counselor

OITE

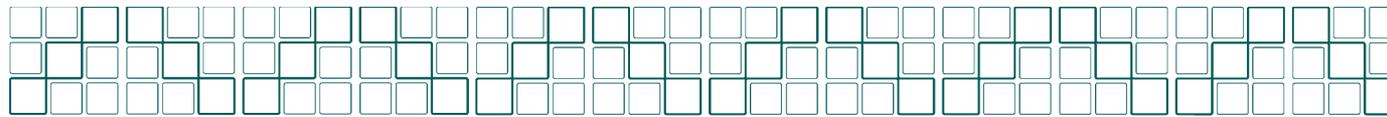




Types of Networking

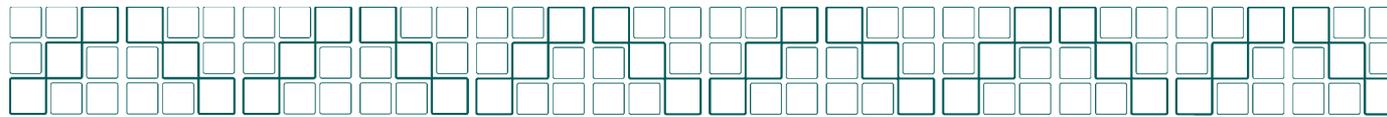
- There are two forms of networking:
 - Passive (Virtual, impersonal)
 - Active (Personal, intentional)

- Not every relationship is going to be the same
 - Big deals: require an investment of time and energy
 - Small deals: may be more of the internet based connections, people in passing



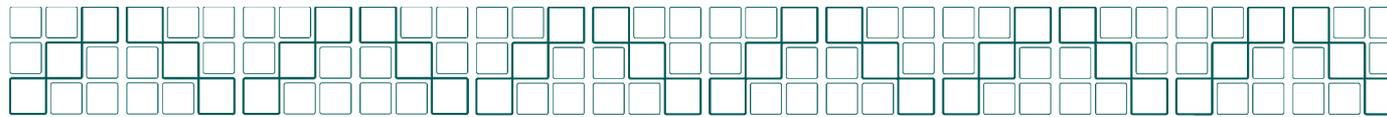
Developing a Networking Map





Have a conversation

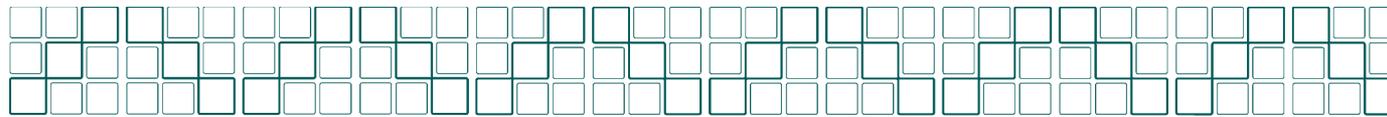
- Elevator Speech
 - Who you are, where you work, what you do, what you are looking for
- Open ended questions
- Have talking points ready
 - Recent events, weather, current science headlines, etc.
- Have a purpose, informational interviews



Informational Interviews

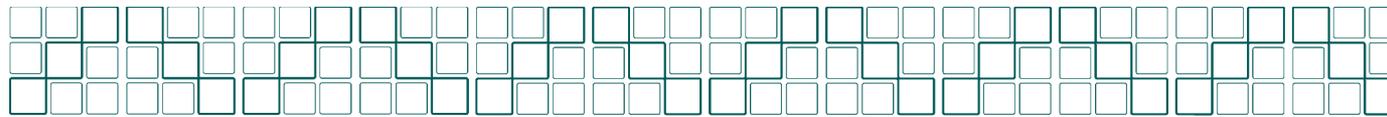
- Allows insider information
- Help prepare strong application
- A good way to find a career path or get info on a current job opening

- Are not a way to ask for a job!!



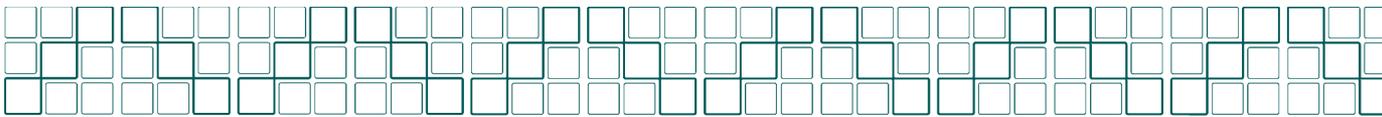
Info Interviews: Four Goals

- Present
 - Tell me about your current position
- Past
 - How did you get into the field
- Future
 - Long term opportunities in the field
- Advice
 - Contacts, feedback, professional societies, insights into possible positions



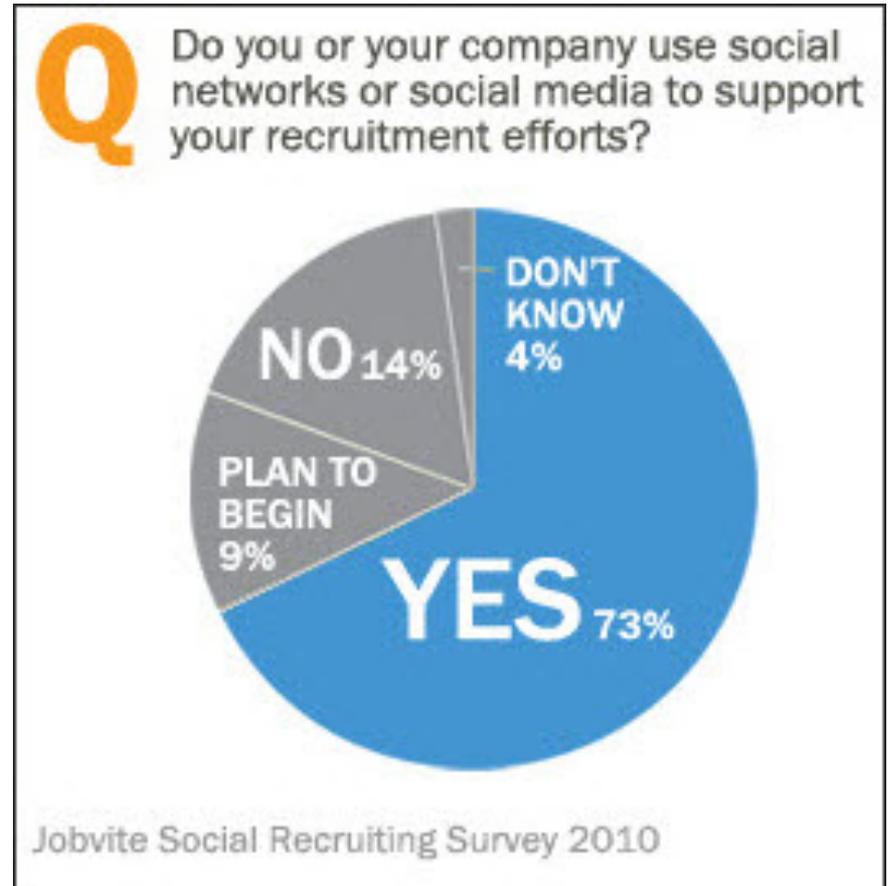
Keeping up the conversation

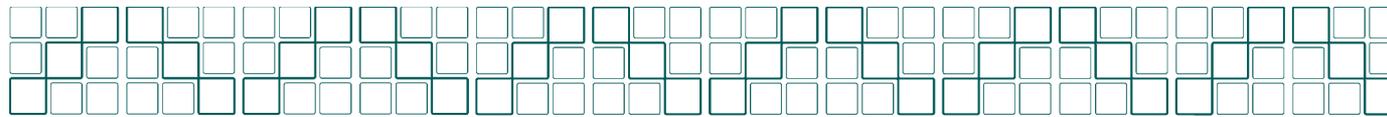
- *For those big deal relationships—ones that really matter*
- Organize contacts
- Email a personal note (ASAP!)
 - Include what you discussed
- Foster the relationship
 - Article of interest
 - Watch pubmed
 - A general hello is fine



Social Media Tools

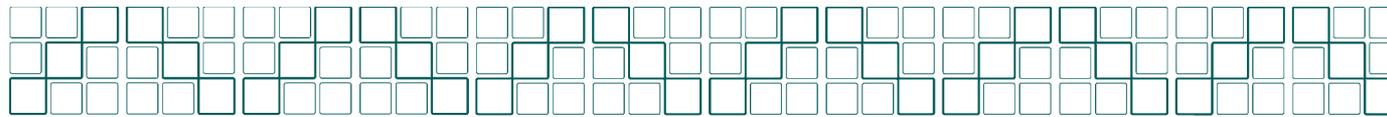
- Facebook
- Twitter
- Blogs
- www.researchgate.net
- www.epernicus.com
- Nature
- LinkedIn





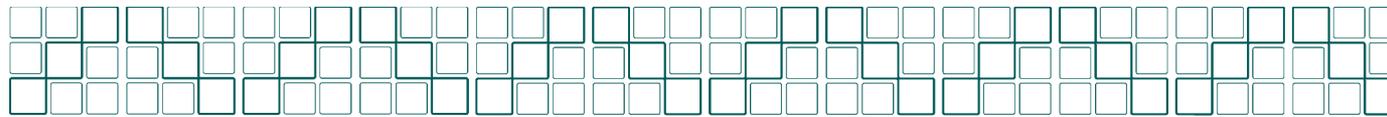
What should a LinkedIn profile look like?

- Summary
- Experience
 - sometimes combined with summary
 - List in STAR format—I do X to understand Y
- Publications
- Languages
- Education
- Additional Info



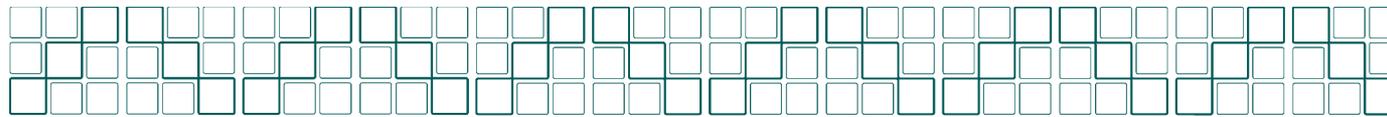
Challenge

- Contact one person from your network to conduct an informational interview with.
 - Dear Dr. X,
 - I am currently a ZYY at XX. I was hoping to get a little more information about how you navigated into your career. Do you have 15 minutes to spare for a telephone call?
 - Thanks in advance,



Final Tips

- Ask more than tell
- Listen more than talk
- Respect their time – be the one to wrap up the conversation
- Use finesse – don't come on too strong
- Cast a wider net
- Always follow up with a thank you!



References

Never Eat Alone, Ferrazzi

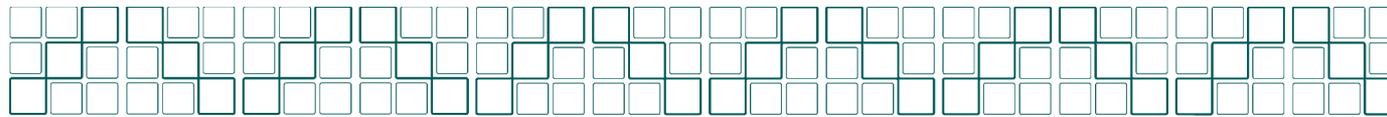
Make your Contacts Count, Baber and Waymond

Power Networking, Fisher and Vilas

Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnected ,

[Devora Zack](#)

The Riley Guide



More resources

- Join our Listserv to get info while you are not at the NIH
 - Go to www.training.nih.gov to sign up.
- Connect with me on Linked-In and join the NIH Intramural Science Linked-In group
- Watch previous OITE career workshops, including many on CVs, resumes and cover letters
- Read the OITE Careers Blog
- Join the OITE NIH Trainee Alumni database if you are/ were a student or fellow here
- Email me at amanda.dumsch@nih.gov