



FINDING NETWORKING CONNECTIONS AND EVENTS

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LINKEDIN & NETWORKING RESOURCE

Networking involves conversations about shared career-related interests and offers you an opportunity to share your goals with peers and professionals who may be able to support you in your career journey by providing insights, information, and potentially other connections. Networking can take place anywhere – for example, you might be speaking with a friend about your goals, and they may share that their roommate knows someone in that industry who might be open to speaking with you. However, if you are actively looking to network, it can be helpful to have a intentional strategy to support you in finding and connecting with individuals in your industry.

EXPANDING YOUR NETWORK THROUGH LINKEDIN

One of the most challenging aspects of building industry connections is simply figuring out where to start. Leveraging your LinkedIn network is a great starting point, and there are several approaches you can use to build your network.

ALUMNI NETWORK

Humber, like most post-secondary institutions, has a LinkedIn page where alumni are clearly listed. You can start by selecting that section and entering your program under the search bar. If you're looking for alumni with a certain amount of industry experience, you can also specify their graduation year.

Alternatively, you can search Humber College in the search bar (or any other school you are seeking alumni from) and specify that you are searching for people. By default, your 1st connections (people you are already connected to) will appear first, so you can change this filter to include 2nd connections (i.e. people you share a connection with). If you feel comfortable, you can ask your mutual connection to introduce you to a 2nd connection you are hoping to speak with.



COMPANY PAGES

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If there's an organization that you really want to work at, you can go to their LinkedIn page. They will typically have a section that includes current employees, and this can be a great way to start a conversation with someone who works at your ideal organization. You can add filters to narrow down your search - for example, adding Humber College as their attended school so only alumni are listed, and adding keywords from a job title to look for people who are in the role you're aspiring towards.

GROUPS

Look for people with whom you share a common interest. There are LinkedIn groups specific to these interests, which can be useful to find relevant information and potentially build connections. For example, Humber has a Humber Careers group that you can find through the search bar, where members share career and networking opportunities that you might find relevant to your interests. Groups can also offer the opportunity for you to share relevant content, and get your name out there.

JOB POSTINGS

Another great aspect to LinkedIn is that it additionally functions as a job search engine! When browsing for jobs, the recruiter's name is sometimes listed on the actual job posting. Not only does this allow you to personalize your cover letter to their name and job title, but it opens an opportunity to message them and ask for feedback or further information about the role (which can help you enhance your application documents). Regardless of whether you are the successful candidate for the role, if you build a good relationship, the recruiters can remain a connection, and may potentially reach out with future opportunities arise.

FINDING NETWORKING EVENTS

Aside from leveraging LinkedIn to identify potential networking connections, you can also consider attending networking events and meet a variety of people. Most recruitment and networking events will be shared online and can be easily found through effective search methods. Humber's career website is a great resource to get started, where you can find a calendar view of upcoming events, including on and off campus job fairs. The following platforms may be helpful as you search.



LinkedIn

There are a number of ways to discover networking events on LinkedIn. If there's a specific company you're interested in, be sure to follow their company page. They will sometimes share large-scale events that they are either hosting or sponsoring. For more local events, stay connected with campus recruiters at these companies, as they will regularly share recruitment opportunities to your feed. Joining groups related to your industry is another great way to find events - ask your professors with recent field experience to share any that they know of.

Facebook

While Facebook is primarily reserved for personal social networking, it is also a great way to find events through your intimate network. You may find that people you are friends with will be 'Going' to relevant events near you. If you select 'Going' or 'Maybe' to these events, you'll receive notifications on any updates and remind you closer to the date. Many student-run events from different postsecondary institutions, like Humber, will create an event page for their event. Humber DECA is one example that hosts corporate professionals at their events for networking. Search for keywords like 'conference' and 'networking' under the Events tab; you may be surprised with what you find!

Eventbrite

On Eventbrite, you can find several networking events, recruitment initiatives, and panels relevant to your industry. There are many filters you can use to locate events near you and during a preferred time period. It will also specify any related costs to attending the event. This is a great way to not only learn about what's happening near you, but also who is hosting and attending these events. Perhaps you'll discover an interesting company that you didn't expect to pursue!