



NETWORKING PREPARATION



DEVELOP AN ELEVATOR PITCH

An elevator pitch is a 30–60 second “commercial” about yourself, based on the idea that you could share this information with someone during an elevator ride. This can be tailored to different networking events or even the “Tell me about yourself” question in interviews.

ELEVATOR PITCH TIPS

- Think about your pitch in advance, so you’ll be ready to share it.
- Include your name, major, and educational (college) background.
- Mention your career interests and any relevant experience, organizations, or accomplishments.
- Try to find common ground with the person to whom you’re speaking.
- Be sure to sound conversational, not as though you’ve memorized your pitch.

GET LINKEDIN

LinkedIn is the largest online professional networking site worldwide. Use LinkedIn to build your professional brand, network, and search for opportunities.



2018 CSUSM Career Center “Mix and Match” Event

STRATEGIES FOR USING LINKEDIN EFFECTIVELY

1. Craft an informative profile headline.
2. Display an appropriate photo. (Check dates to get your free professional headshot taken by the Career Center.)
3. Develop a Summary statement that showcases your career interests, skills, and experience. Include relevant key words for your industry of interest.
4. List your educational information accurately, and include any academic honors or highlights.
5. Fill out your experience completely. A complete profile will be seen by more recruiters on LinkedIn.
6. Update your status regularly.
7. Share your work by incorporating projects, photos, or other media.
8. Build your network by sending personalized invitations.
9. Join groups to increase your visibility and connect with people who have similar career interests.
10. Utilize the CSUSM alumni feature to identify alumni with a common school affiliation.

For more information and tips, check out these links:

<http://students.linkedin.com>