

Ask the Career Coach: How Do I Network?

The advice is to network to get a new job, but how do you do that?

By [Lisa Chenofsky Singer](#)

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Dear Career Coach Lisa,

Everyone says I need to network to find a job. As a recent graduate, I am applying to multiple jobs online and not getting responses. How do I network?

MP
Short Hills

Job hunting takes persistence and resilience. In the past, job hunting consisted of submitting resumes along with a cover letter either by mail, fax, email or online. Some job seekers like to post their resumes on selected job search sites for employers to view.

In the last few years, many job seekers are using social media tools such as LinkedIn, Facebook, Twitter and job sites where the site is doing the preliminary matching for you. Many of these matching sites request a membership fee. Since there are so many free job site resources available, I am not a proponent of online job sites that require payment for memberships.

The Warren Township Library and I conduct quarterly workshops (for free) on the tools available through your public library and how to work with these tools to develop your job search strategy.

One approach is to set up job alerts by selecting key words that solicit job matches from numerous job boards. Selecting the job sites you want to search will take a bit of research once you refine what you are looking for. Once you determine certain areas of interests, then determine the best key words to target your job search criteria. Determining the key words may take a few trails but is worth the time to get it to your liking.

Ryan Drousseau of Mediabistro explains in "Can You Reach the Right People While Schmoozing on LinkedIn?," "online schmoozing has become the norm... but are you really reaching the people that will help your career while networking online?... The answer is yes. Hubspot confirms that 28 percent of LinkedIn users are senior executives... and of all the users, 67 percent are between the ages of 25 and 54... 80 percent of recruiters say they use the site to find applicants."

So, how does one network in today's market? In person, through social and professional meetings, through meetup.com, LinkedIn, Facebook, Twitter, etc. However, your ability to generate conversation is essential to turn your online relationship into a cultivated longer term relationship that will last beyond this job search period.

"Ask the Career Coach" is a column dedicated to those who may be in transition or wrestling with a career dilemma by providing a forum for advice. We welcome your questions. Please send them to CareerCoachLisa@gmail.com.

Lisa Chenofsky Singer is a Millburn-Short Hills resident and the founder of Chenofsky Singer & Associates LLC. She offers Executive and Career Management Coaching and Human Resources Consulting, writes and speaks on job search and career-related topics. Her web site is www.ChenofskySinger.com.