

Building Your Brand

A personal brand is similar to a corporate brand. It's who you are, what you value, and what you stand for. A personal brand helps to communicate a unique identity to potential employers. Your personal brand should highlight your values, skills, and strengths. Likewise, your brand should communicate the attributes you bring to the table.

Before you network, you need to establish your brand. Your online profiles (yes - including social media) paint a picture of who an employer is recruiting. Believe it or not, your networking contacts and employers will research you.



SOCIAL MEDIA TIPS



One in three employers have rejected candidates based on something that was on their social media. The tips below will help guide you before reaching out to future employers or potential networking contacts.

- Adjust your privacy settings
- Be aware of what is public (photos, posts, etc.)
- Search yourself on Google
- Proactively tag or un-tag yourself in photos and events
- Always proof before you post
- Never complain about your job or boss or broadcast confidential employer information
- Utilize social media sites to research organizations and professionals
- Follow companies of interest and engage in career related groups
- Customize the invitation to connect on LinkedIn (who you are, how you know that person, and why you want to connect)
- Use the University of Notre Dame Career Insights feature on LinkedIn to search for alums (visit undergradcareers.nd.edu/linkedin for details)

IRISH COMPASS

Notre Dame's alumni connection resource driving powerful professional connections with the Notre Dame Network

IrishCompass, Notre Dame's official online community is designed to provide a virtual space for students and the Notre Dame family to collaborate and grow professionally through group and individual connections.

SIGN-UP

Register and complete your personal profile through IrishCompass.nd.edu using your ND NetID & Password.

ND NETWORK

Through the ND Network tab, utilize filters to search for alumni with whom to connect for one-on-one 30 minute career conversations, job shadow experiences, or mock interview opportunities.

INDUSTRY GROUPS

Specifically designed to facilitate sharing of information with other students and alumni through questions and answers. Join and actively participate in discussions that fit your career aspirations.

MENTORSHIPS

Filter and search for an alumni mentor through the mentorship tab. Or, look at the "Recommended Connections" on your homepage where the system will automatically suggest mentors based upon your preferences.

LIBRARY

Find valuable networking and career development resources in the Library tab.



IRISHCOMPASS

Notre Dame's official online
community driving powerful
professional connections

JOIN THE COMMUNITY TODAY

irishcompass.nd.edu

Your LinkedIn Profile

Employers use social media to target applicants and learn more about them. Make sure your social media presence is professional and targeted.



This can be a simple phone camera photo or a professional headshot. Be sure you are nicely dressed, alone in the photo, in front of a non-distracting background.

FULL NAME

Headline

Your headline is a short, memorable, professional slogan that highlights your skills and accomplishments as well as what you are seeking. Think of it as your thesis. "Student at Notre Dame" is not a strong headline because it does not promote your unique strengths.



University of Notre Dame



See contact info



See connections (#)

Message

More...

Summary

Your summary should be a concise, confident statement about your skills, qualifications, and goals. It should include information about your education and experience and build on your headline. Think of it as your introductory paragraph. It should be 3-6 sentences and written in the first person.



LinkedIn offers the option to upload your resume

Experience

Treat this section as you would the Experience section on your resume. You should include any job (even part-time), internship, research, extracurricular/service, or leadership experience that is particularly relevant or significant. Include the names of the organizations, job titles, dates, and locations. Use bullet points or short paragraphs to describe your accomplishments.

Education

List all your institutions of higher education, including study abroad and schools transferred from (if applicable). Include your degree, major(s), minor(s), concentration(s), GPA, and dates.



THE MORE YOU KNOW

LinkedIn allows you to customize your profile by adding sections relevant to you, including Organizations, Volunteer Experience, Skills, Honors & Awards, Courses, Projects, and Recommendations. Use the Profile Strength Indicator to find ways to improve your profile.

Networking

Networking involves speaking with professionals in your fields of interest in order to explore careers and gather information. It is not about asking a person for a job or internship and it is not one-sided, you ask for assistance but can also provide assistance to others. Networking is merely relationship building and maintenance.

Why Should I Network?

EXPLORE CAREERS AND INDUSTRIES

You can use networking to gather information. If you're unsure about your major or industry of interest, you can explore options by identifying people who majored in the subjects you are considering and are now using those majors in different ways. Then reach out for a conversation.

FIND CONTACTS

If you're more certain about your preferred industry or have it narrowed down to a few, you can use networking to establish contacts in those fields. These people can become great sources of knowledge or potentially mentors. If you have an interview coming up, you should find someone at the organization to get their insights before the interview.

LEARN ABOUT JOB/INTERNSHIP OPPORTUNITIES

Networking should be a part of any job or internship search. Approximately 70% of all jobs/internships are found through networking so it's to your benefit to engage in this practice.

How Do I Reach Out to Contacts?

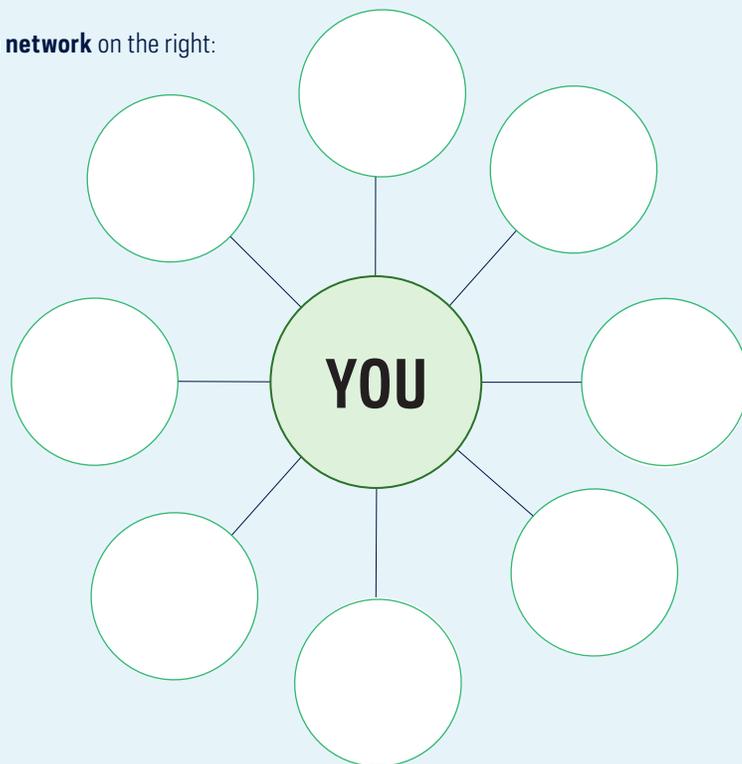
This depends on how well you know that person. While email is best for someone you don't know well, a phone call may be appropriate for someone you speak with regularly. Include the following information in any correspondence: your introduction, who referred you/how you found the contact, why you're reaching out, what you hope to learn, and a specific request (like a brief conversation).

After the initial outreach, wait a week for a reply. If you don't receive one, send a follow-up email. If you still don't receive a response, move on to another contact.



WHO IS IN MY NETWORK?

Take the example below left and apply it to **create your own network** on the right:



How Should I Network?

UTILIZE THESE RESOURCES TO LOCATE AND NETWORK WITH ALUMNI AND OTHER PROFESSIONALS

IrishCompass	IrishCompass.nd.edu	Search for alumni who have expressed interest in helping with informational interviews, job shadows, mentorships, and more
ND Alumni Directory	My.nd.edu	Identify alumni on myNotreDame, the University's Alumni Association database, to reach out and connect with the ND community regarding your career development
Notre Dame Clubs	My.nd.edu	Notre Dame club members include alumni, parents, and friends of the University. Explore contacts and events occurring in a particular geographic region for those alumni clubs in order to network and connect with alumni in that area
LinkedIn	LinkedIn.com	Search for "University of Notre Dame" and then search for alumni by location and/or employer.
Handshake	go.nd.edu/handshake	Find organizations of interest and reach out to employer contacts that recruit at Notre Dame
Career Shift	UndergradCareers.nd.edu	Locate contacts from targeted organizations in the contacts section

INTERVIEW

Dear Mr./Ms. Alum,

I am a Notre Dame junior pursuing a career in journalism. Next Friday, March 26th, I have an internship interview with **(insert organization name)** for **(insert position title)**. I am very interested in this opportunity and would like to gain your insight on **(insert organization name)** to learn more about how I can stand out in the interview.

Would you have time for a 10-minute phone call so that I may ask about your experiences at **(insert organization name)** and any advice you might have for me in my interview?

I would be free anytime over the lunch hour, Tuesday or Thursday afternoons when I'm not in class, or in the evenings. Thank you for your consideration, I look forward to hearing back from you.

Sincerely,
John Smith
Jsmith8@nd.edu
574-123-4567

Dear Mr./Ms. Alum,

I am a junior marketing major at Notre Dame who is interested in discovering more about the public relations field. I found your contact information through the Alumni Association directory, myNotreDame. (Add one or more lines highlighting why you have interest in the field)

Would you have time for a 15-minute phone call to discuss public relations as a possible career path? I would like to ask you about your experience in the industry, your career path, and ask any advice you would have for me on pursuing the field.

I would be free anytime over the lunch hour, Monday, Wednesday and Friday mornings, Tuesday and Thursday afternoons, or in the evenings.

I'm sure you have many demands on your time so I thank you for your consideration. I look forward to hearing back from you.

Go IRISH!

Jane Smith
Jsmith9@nd.edu | 574-123-4567

THANK YOU

Dear Mr./Ms. Alum,

Thank you again for taking time from your busy schedule to speak with me last Friday morning about your career. Your advice was very helpful! I will be contacting Ms. Amy Smith today, as you suggested. In addition to following up with that contact, I have applied to job openings with ABC Inc., and XYZ Co. Thank you for that suggestion! (Include a point or two about advice they gave you that you took to heart).

I hope you have a great start to the summer! Again, thanks for your insight. If any additional suggestions come to your mind please pass them along. I will keep you posted on my job search progress.

Regards,
Jane Johnson
Jjohn2@nd.edu | 574-123-4567

SAMPLE NETWORKING LETTERS/EMAILS

CAREER EXPLORATION