

SOCIAL CAPITAL

Workbook to develop your network



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WHAT IS SOCIAL CAPITAL

One of the first things most people do when looking for a job is to look at job search websites. As helpful as the websites are, one of the BEST ways to find a job is to use your Network or Social Capital.

Social Capital or Networking is "the process of trying to meet new people who might be useful to you in your current or future job, often through social activities." Collinsdictionary.com

WHY YOU NEED IT

A 2016 statistic showed that up to 70% of people found their job through their network. ** This means that if you use your social capital you will have a higher percentage of success than not using it.

A high percentage of jobs are not listed on the internet.

You can get your name in before other applicants or get to the top of the list.

You might find out about a job you never thought about.

People like to help others out and they will readily share what job openings they've heard about.

TIPS

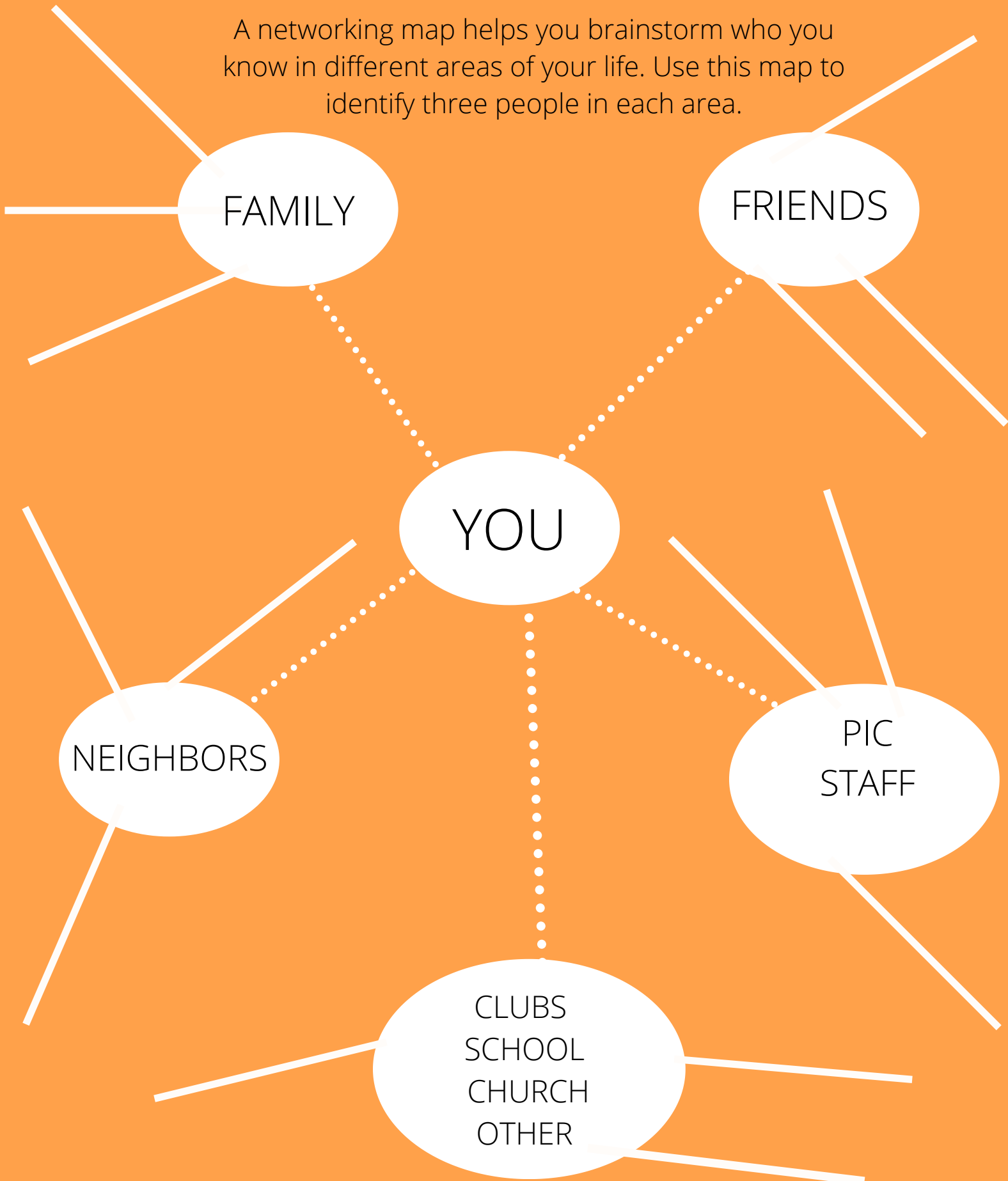


- Use the Networking Map (next page) to start brainstorming who you know.
- Tell everyone you know what you are looking for. You never know where a job lead might come from.
- Be clear with what you are looking for. Are you looking to do office work, part time work, healthcare jobs, or work as a driver? The more specific you are the easier your network can help you.
- Remember to thank those that give you job leads even if they don't work out.

- Offer to help others find job leads while you also are finding them.
- Be consistent and check in with your network regularly.
- If you attend a networking event try to set a small but attainable goal of people to meet. Three people is a realistic goal.
- Use Social Media effectively and make sure that your profile and posts are clean.
- If you are ready, use the informational interview as a way to meet someone in the industry you are interested in.

Networking Map

A networking map helps you brainstorm who you know in different areas of your life. Use this map to identify three people in each area.



BUILDING YOUR NETWORK

If you find that you need to build your network up then you will need to start reaching out to people in different ways. Use this worksheet to set your networking goals and identify new ways to build up your social capital.

Five people I will ask for job leads and their contact information:

- 1.
- 2.
- 3.
- 4.
- 5.

What do you plan to say to these contacts? How will you explain your goal?

Which new networking event do you plan to implement?

- ☐ **Volunteer** - Volunteering allows you to meet more people and gain references for job applications.
- ☐ **Go to Job Fairs** - Job Fairs are a great place to meet a lot of different employers in different industries.
- ☐ **Attend Networking Events** - Networking events are typically sector specific. You can find local events on Worksourcewa.com
- ☐ **Go Door to Door** - Go in person to the businesses/organizations you are interested in. Sometimes you will be able to speak to a manager and find out what they are looking for.

INFORMATIONAL INTERVIEW

If you are looking to get into a new career field or would like to learn about a job you are applying for, the informational interview is a great thing to try.

Informational interviewing is a meeting in which a potential job seeker learns about the job, the industry, and the culture of a potential career field. Typically the meeting lasts around 30 minutes and the goal is to learn about the job and make a strong contact.

Some benefits to informational interviewing are:

- Learn about the professional's career field and see if you actually would like it.
- Learn how they ended up in their chosen profession.
- Practice interviewing and active listening.
- Expand your network.
- Identify other people to talk to.

How to set up an Informational Interview

1. Identify the person you would like to contact.
2. Call or email and ask to setup a 30 minute interview where you can learn about the job and their role.
3. Arrive 10 minutes early, with questions and make sure to stay within the 30 minutes. If the person doesn't mind spending more time with you then let them make that call.



INFORMATIONAL INTERVIEW

How to set up an Informational Interview (continued)

4. Questions to ask in an informational Interview

- Tell me about your job?
- What do you like best about your job?
- What is the most interesting part of your job?
- How did you get your job?
- How does someone get into this field?
- What does a normal work day look like?
- What advice do you have for me?
- Is there anyone else I should talk to?

5. What **not to do** during an informational interview

- Show up late.
- Take more time than you said you would.
- Not prepare enough questions.
- Ask how much they are paid.
- Ask if they are hiring.

6. After the interview send a thank you email or hand written note letting them know how much you appreciate their time.



NOTES