

Worksheet

Professional branding and networking strategy

Having a clear understanding of your personal value proposition (also referred to as your professional brand) and developing strategies to connect and network with industry, is vital when carving out your career pathway. This worksheet has been created to walk you through the process of developing and/or refining your professional branding and networking strategy to set you up for success.

Step 1: Consider your networking platforms

a) Cross out the platforms which are not useful for connecting and networking with industry.



b) Write down the platforms that are used where you work/study/train for the purposes of networking.

Feel free to draw upon the above list or add platforms that do not appear in the list.

c) Write down which platforms *you* have used to network professionally.

Feel free to draw upon the above list or add platforms that do not appear in the list.

d) Choose two platforms that you would like to focus on and assess their suitability to your career development.

e) Based upon the networking platforms you would like to focus on, write a list of individuals and/or possible organisations that you would like to get to connect with.

Individual's name	Organisation/role	Contact details (e.g. LinkedIn or email)

Step 2: Consider online versus in-person networking

As new technologies that enable networking to take place online emerge, many organisations have similarly developed online profiles to connect and engage with prospective talent. It is not disputed that there are advantages and disadvantages of networking online and in-person. Below are some of the top advantages and disadvantages for networking in-person versus online. Simply read through these points and think about the information. It will be useful to help you form a strategy later.

	Advantages	Disadvantages
Online	<p>Accessibility Being able to access LinkedIn or other platforms online can be a great way to develop that initial contact with industry.</p> <p>Convenience The convenience of being able to log in to a platform from anywhere in the world is a key advantage to networking online.</p> <p>Reach Online, you can connect with people or organisations that are interstate or overseas. This could open the door to a broader client base or business connection for future collaborations.</p>	<p>Relationship-building It can be difficult (though not impossible) to foster strategic and long-term professional relationships with people purely through an online platform. It is recommended that you also consider reaching out to industry for a Zoom or Teams chat so that you can meet with them.</p>
In-person	<p>Impact When you meet someone in-person, you are more likely to remember the experience - you will remember details about the person, their attitude and how you feel about them. When you are online, you are just one in a digital sea of many, but in person you can stand make a real impression.</p> <p>Authenticity It is easy for things to get misinterpreted online. Jokes and sarcasm can be misread through a screen. When you are speaking with someone face to face it is much easier to ready body language and sense their authenticity.</p>	<p>Time A challenge to networking in-person can be balancing the time it takes to research and attend the event versus balancing your other commitments.</p> <p>Cost Networking events are not always free and the costs involved in getting to and from these events often renders them burdensome.</p>

Reflecting on the advantages and disadvantages of networking online and in-person, consider how you want to ideally network with the individuals or organisations you have previously identified.

Below is an example of how you complete this table.

Individual or organisation	Mode (e.g. online, in-person)	Timing	Things to prepare beforehand
Council on Foreign relations	Organisation within LinkedIn	Follow the organisation now	Review the types of roles that appear on the LinkedIn page
Attend a networking event at Employability Week	In-person at UQ, St Lucia campus	Thursday 10 March 2022, 6-8pm	Develop my elevator pitch Research the industry panellists that will be there and identify questions to ask them

Now it's your turn! Identify the ways in which you want to engage and connect with industry this year.

Individual or organisation	Mode (e.g. online, in-person)	Timing	Things to prepare beforehand

For further details, please contact:

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