
NETWORKING FROM HOME DURING COVID-19

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TODAY'S AGENDA

- COVID-19 and networking: barriers and opportunities
- A ready-made ice breaker
- Crafting your online identity: LinkedIn, online profiles
- Get social on social
- Your new skillset and resiliency
- Taking advantage of programs available to you
- Rekindle old connections – or build new ones

COVID-19 AND NETWORKING

BARRIERS

- Academic and work plans have been interrupted; 'work arounds' are in effect
- Fewer to no in-person meetings

OPPORTUNITIES

- COVID-19 is a shared experience
 - Online communication with potential employers and social contacts is more legit than ever – everyone's adapting (e.g. high profile speakers, coffee meetings)
 - Fewer limitations to job search process, in some cases (virtual work, decision to move)
 - Networking and online presence needed more than ever
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A READY-MADE ICE BREAKER

- COVID-19 impacts us all
- Stressors include:
 - Health issues
 - Social isolation
 - Job insecurity
 - Lack of mobility and freedom
 - Social stigmatization
 - Much, much more

Examples of ice breaker questions

- "When you think about COVID-19, what do you hope will be different in 2021?"
 - "What's the most important thing you learned in 2020?"
 - "How did your workplace adapt to COVID-19? What will continue in 2021?"
 - "What do you predict for your organization post COVID-19?"
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CRAFT YOUR ONLINE IDENTITY

- Ensure professionalism and consistency across all social media platforms
- Consider building a website if you have visual content to share
- Make LinkedIn headline more than current job title
- Indicate education designation by name
- Turn summary into story
- List relevant skills
- Turn on "Open to Finding a New Job" button if seeking work
- Endorse your peers if applicable
- Take a skills assessment

Megan [REDACTED] · 3rd
Selling & Sales Management Major graduating in December 2019 and looking for full time sales & marketing position

Open to ▾ Add profile section ▾

Finding a new job
Show recruiters and others that you're Open to work

Hiring
Share that you're hiring and attract qualified candidates

ONLINE PROFILES

- Your field values visual representation (e.g. business, marketing, public relations, communications)
 - Your field is emerging (e.g. science communication, lifelong learning)
 - You create a lot of professional level content (e.g. podcasts, blog posts, YouTube)
 - You're willing to learn new platforms and you'll update your online portfolio regularly
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ONLINE PLATFORMS

Squarespace <https://www.squarespace.com/pricing>

WordPress <https://wordpress.com/pricing/>

Weebly <https://www.weebly.com/ca/pricing>

Strikingly <https://www.strikingly.com/s/pricing>

Wix <https://www.wix.com/students>

Consider:

- User friendliness
- Ability to change templates to your taste
- Level of design knowledge needed
- Cost

GET SOCIAL ON SOCIAL

- Start sharing!
 - Comment on content
 - Sync email address book to LinkedIn
 - Form habit of connecting after interactions, meetings, conferences, etc.
 - Follow influencers in your industry
 - Share updates on your job hunt, volunteer work, and other relevant news
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YOUR NEW SKILLSET & RESILIENCY

8 Job Skills To Succeed In A Post-Coronavirus World

Forbes, April 2020

- Adaptability and flexibility
- Tech savviness
- Creativity and innovation
- Data literacy
- Critical thinking
- Digital and coding skills
- Leadership
- Emotional intelligence
- Commit to a lifetime of learning

Top-3 skills valued by recruiters in b-school graduates in the context of COVID-19



Strategic Thinking



Communication Skills



Versatility



Two in three respondents reported an increase in the importance of the ability to navigate technological disruption as a result of COVID-19

YOUR NEW SKILLSET & RESILIENCY

- Survey of about 700 global corporate recruiters in 2020
- Results based on skillsets for holders of MBAs or graduate-level business education
- Study released September 2020:
 - Strategic thinking
 - Communication skills
 - Versatility
 - Ability to navigate technological disruption

TAKING ADVANTAGE OF PROGRAMS

- **Learning Passport**

Must be taking a Business or Tourism course

Register on Moodle; for more information contact learningpassport@msvu.ca

- **SHIFT: Building Career and Life Resiliency in Uncertain Times** (via MS Teams)

[Register here](#) for Mon. Feb. 8

- **Business and Tourism Winter Career Week**

[Register here](#) for Tues. Feb. 9 to Thurs. Feb. 11

- **Co-op materials on Moodle** (for co-op and practica students)

- **Mount Mentorship Program with EnPoint**

Connecting graduating students and new graduates with professional mentors in their desired industries

More info coming soon, reach out to alumni@msvu.ca if interested

REKINDLE / BUILD NEW CONNECTIONS

- Check in with your personal and professional connections
- Online events (free or cost involved)

[Halifax Chamber of Commerce](#)

[Halifax Meetup](#)

[Halifax Partnership \(events\)](#)

[Halifax Partnership Connector Program](#)

[Eventbrite Halifax](#)

[The Coast Newspaper \(events\)](#)

THANK YOU!

- Co-op students: contact the Co-op team with your questions Co-op@msvu.ca
- All students: book a career counselling/support appointment online via [Career Connects](#) or email Co-op@msvu.ca
 - Career indecision, interview coaching, resume and cover letter feedback

Stay in touch!

Co-op Facebook [@mountcoop](#)

Career Services Facebook [@msvucareerservices](#) | Instagram [@msvucareers](#)

Alumni Relations Facebook [@msvualumni](#) | Instagram [@msvu_alumni](#)
