

Learning English with CBC Radio – Employment Enhancement



Making Connections with Employers: Networking

by

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CBC

**Government
of Alberta** ■

Employment Enhancement

Lesson :	Making connections with employers: Networking
Topic:	Networking online
CLB Level:	6
CLB Skills :	Reading and Writing
Essential Skill(s) :	Reading, Writing, Computer Use, Thinking Skills

CLB Outcomes	
Reading :	<ul style="list-style-type: none"> - Learners will be able to find information in moderately complex formatted texts. - Learners will be able to access and locate information in on-line reference sources.
Writing :	<ul style="list-style-type: none"> - Learners will be able to take notes from a page of written information. - Learners will be able to write a formal email message in one or two paragraphs.
Language Skills	
Grammar Focus :	Cohesive Devices – reference words (Personal pronouns, possessive pronouns, demonstratives)
Vocabulary :	<i>traditional, professional, networking, connect, prefer, colleague, list, two-way street, social, appropriate, potential, contacts, access, expand, acquaintances.</i>
Workplace Culture	
Networking, emailing, and researching information is common in the Canadian workplace. Making requests orally and in written form is also quite common.	

Websites:

<http://alis.alberta.ca>

www.learnersdictionary.com

www.dictionary.com

www.hrsdc.gc.ca

Introduction

Before you read, complete the first two columns of the KWL chart below:

K	W	L
What I know about Networking online	What I want to know about Networking online	What I learned about Networking online

Pre-reading

Read the selection below and answer the questions that follow.

Whether you're looking for information, advice or a job, networking is a useful skill to have. It's one of the most effective ways to find work—70 per cent of jobs are filled by people who heard about them through networking.

Networking is also a great way to find out about

-  jobs that have not been advertised
-  occupations you might be interested in
-  education and training programs you may want to take
-  companies you may want to work for

Networking is the process of connecting with the people you know and asking them for advice, information and referrals to other people. It's important to keep in mind that networking is not about asking someone for a job. You will lose the trust of the people in your network if you ask the people they refer you to for a job.

Networking is a two-way street—when you network effectively, you give as much information, advice and support as you receive.

You can network anywhere and anytime—in person, on the phone or online. Networking works because people tend to be more willing to talk with someone they don't know if someone they **do** know makes the referral

Taken from ALIS Tip Sheets <http://alis.alberta.ca/ep/eps/tips/tips.html?EK=1321>

Food for thought:

1. Who is your network?
2. How do **you** network?
3. What skills do you think you need to be able to network?

Main Reading

Title: Networking Online

Glossary

Below are some words and expressions used in the reading:

1. Casual means designed for or permitting ordinary dress, behavior, not formal.
2. Blog is a web site on which someone writes about personal opinions, activities, and experiences.
3. Listserv is software that allows e-mail messages to be sent to and received from a list of subscribers.
4. Alumni are the men and women who are former students of a school, college, or university.
5. Profile means a brief written description that provides information about someone or something.
6. Interconnectedness means being connected to two or more things.

As you read the selection, use *context clues* to help you figure out the meaning of the following words that you will come across: *potential, contacts, access, expand, acquaintances*.

Reading Strategy Tip: As you read, pay attention to the words highlighted in red. Think about why these words are used in the text. As you read, write down your thoughts, responses to your questions in the KWL chart, and new questions that occur to you.

Reading Comprehension

Networking Online

Networking is a valuable work search tool and an effective way to access the hidden job market—the 70 to 80 per cent of jobs that are not advertised. Your network is the people **you** know and the people **they** know, both online and off.

Many employers prefer to hire people they know or have heard about through current employees, clients, colleagues and friends—in other words, by networking. When you network, you increase your chances of connecting with a potential employer.

The speed, convenience and interconnectedness of the Internet, from social media to Google searches, can help you access contacts, information, employers and work opportunities you might not hear about otherwise.

If you're currently employed, avoid networking for your work search while you're on the job, even when you're on a break. **It's** inappropriate and unfair to your current employer and **it** will make a negative impression on any potential employer you contact.

Network online and offline

Networking online hasn't replaced traditional forms of networking. While networking online is similar to offline networking, there are differences. Here are some things to consider:

- When networking online, be sure that you know how to protect your security and privacy. Check out [Your Privacy Online](#) for more information.
- Online communication is often casual, such as **that** used in text messages and emails to friends. However, when you network online, you're conducting business. Keep your networking correspondence business-like, short and not too personal.
- Networking online lets you cast a wide net and then choose the work-related contacts you want to continue with. You may have to connect with a number of people before you find strong networking partners.
- Always thank your business networking contacts, both online and offline. It is appropriate to send an email to say thank you to an online contact.
- Networking is a two-way street. Be ready and willing to assist the people in your network.

Use email to network

You can easily reach any number of friends, relatives and acquaintances using email. Set up emailing lists. Send your work search updates and requests to everyone in your network or to specific groups.

It's okay to email potential employers or contacts in your industry or occupation, as long as **their** email addresses are public or posted on a discussion group or website.

Use social networking websites

Social networking websites such as [Facebook](#) and [MySpace](#) are free online services. Although **these** websites were not created for business purposes, you can use **them** to search for work. You create a profile that functions like a home page to connect with people you know and the people in **their** networks.

Use professional networking websites

Professional networking websites such as [LinkedIn](#) are similar to social networking websites but the focus is on business. You create a profile on the website that functions like an expanded resumé.

When you invite your contacts to join the service or connect with you, you gain the opportunity to connect with **their** contacts as well.

Join organizations in your field

Many industries, alumni and professional associations and some unions offer networking services to **their** members through **their** websites. Even as a non-member, you may be able to access an organization's online newsletter to identify potential contacts and opportunities.

Following blogs, news groups, discussion groups and listservs

Many people and organizations use blogs, mini-blogs such as [Twitter](#), listservs and news or discussion groups to present information, ideas and opinions. **Those** connected to business, career or work search can be useful for networking.

Through a variety of technologies, **these** formats let you follow and participate in a discussion. **This** process connects you

with group members and networking opportunities

Networking is an essential part of work search. The Internet opens up many new and potentially powerful ways to connect with and expand your network.

Whether you're networking online or off, it's always important to be professional. And like traditional networking, online networking works best when you give, as well as receive. Offer advice, information and connections to the people in your network and they'll do the same for you.

Adapted from ALIS Tip Sheets: Networking Online <http://alis.alberta.ca/ep/eps/tips/tips.html?EK=12422>

Reading Comprehension

1. What does "networking online" mean?
2. What is the hidden job market?
3. Why is networking online an effective way of searching for work?
4. List the different ways one can network online.
5. Read the descriptions in the table below and then put a check mark in the appropriate box based on the information you read in the main reading.

	Description	Good idea		Reason
		Yes	No	
1	Garry uses email to network. He always ends his emails with the abbreviation TTFN (Ta Ta For Now).		✓	TTFN is internet slang and not professional.
2	Jessica has a facebook account for her friends and family. She recently posted a picture of herself and her friends at a party where they all got drunk and took off their clothes.			
3	Anna joined a professional networking website. Her profile includes information on the universities and colleges she attended as well as her previous employers.			
4	Derek is an engineer and he would like to expand his network in the engineering field. Derek decided to join an online jazz group in order to build his network.			
5	Kandisa is a high school teacher who is really interested in learning more about using technology in the classroom. She decided to follow a blog entitled "teaching with technology"			

Vocabulary Development

A. Context Clues

Use context clues from the reading to guess the meaning of the following words: *potential, contacts, access, expand, acquaintances* as they relate to the reading.

B. Definition Matching

The words in italics below are taken from the reading. These words are also found on the *list of the first 2000 most commonly used words of English* as well as the *Academic Word List*. Match the words to the correct definition as they relate to the reading. The first one has been done for you as an example.

traditional, professional, networking, connect, prefer, colleague, list, two-way street, social, appropriate

	Word	Part of speech	Definition
1.	Prefer	Verb	to like someone or something better than someone or something else
2.		Noun	A supportive system of sharing information and services among individuals and groups that have a common interest
3.		Noun	a series of email addresses that are written down with each new one appearing below the previous one
4.		Adjective	relating to a job that requires special education, training, or skill
5.		Adjective	involving two people or groups
6.		Verb	to join or become joined to something through a telephone, computer, or other device
7.		Noun	a person who works with you : a fellow worker
8.		Adjective	right or suited for some purpose or situation
9.		Adjective	based on a way of thinking, behaving, or doing something that has been used by people for a long time
10.		Adjective	relating to or involving activities in which people spend time talking to each other or doing enjoyable things with each other

C. Collocations

Collocates are words that go together. Complete the table below by writing down the words that go with the key word. Use online references such as www.dictionary.com or a collocates dictionary to help you. The first one has been done for you as an example.

Word	Collocates
Networking	Networking partners Social networking websites
Professional	
Online	
Social	

Reading Strategy

Reread the selection and make connections to what you already know about networking online. How does the information you read add to or change what you already knew about networking online. Write down your thoughts.

Grammar Focus / Pragmatic Competence

Reference words include words like *he, she, his, her, this, that, these, those, it, its, and which*. These words are used to show that a sentence is related to something that has been mentioned elsewhere in the text. Understanding how sentences are related will help you understand the text better.

The sentences in this activity were taken from the main reading. You will notice that reference words are highlighted in red in these sentences.

Activity 1

Read each sentence carefully and indicate what the reference word, the highlighted word, refers to. The first one has been done for you as an example.

1. If you're currently employed, avoid networking for your work search while you're on the job, even when you're on a break. **It's** inappropriate and unfair to your current employer and **it** will make a negative impression on any potential employer you contact.

Answer

It's and it refer to "networking for your work search while you're on the job"

2. Online communication is often casual, such as **that** used in text messages and emails to friends. However, when you network online, you're conducting business.
3. It's okay to email potential employers or contacts in your industry or occupation, as long as **their** email addresses are public or posted on a discussion group or website.
4. Social networking websites such as [Facebook](#) and [MySpace](#) are free online services. Although **these** websites were not created for business purposes, you can use **them** to search for work.
5. You create a profile that functions like a home page to connect with people you know and the people in **their** networks.
6. Many industries, alumni and professional associations and some unions offer networking services to **their** members through **their** websites.
7. Many people and organizations use blogs, mini-blogs such as [Twitter](#), listservs and news or discussion groups to present information, ideas and opinions. **Those** connected to business, career or work search can be useful for networking.

Reading – Writing Link

Imagine you are looking for employment in your field and you have decided to network using email. You have the email address of a potential employer you found online. You would like to request an information interview. In the space provided below, write down what you would put in your email.

To	
From	
Date	
Subject	

Link to Essential Skills

Essential skills are the skills needed for work, learning, and life (www.hrsdc.gc.ca). They are enabling skills that help you perform daily tasks as well as tasks required on the job. There are nine essential skills and these are:

- Reading
- Writing
- Document Use
- Oral Communication
- Numeracy
- Computer Use
- Thinking (finding information; problem solving; significant use of memory; critical thinking; decision making; job task planning and organizing)
- Working with Others
- Continuous Learning

For detailed definitions of each skill go to <http://www.hrsdc.gc.ca/eng/workplaceskills/LES/definitions/definitions.shtml>

Activity: Essential skills for networking online

Go to the Alberta Learning and Information Service (ALIS) website www.alis.alberta.ca and search for “Tip Sheets” and “networking online ” or click on the following link <http://alis.alberta.ca/ep/eps/tips/tips.html?EK=12422>. Read the detailed tip sheet and then list the essential skills you need to be able to network online by completing the table below.

	Networking suggestion	Essential Skill required
1.	Check out Your Privacy Online for more information on protecting your security and privacy	Computer Use and Thinking Skills (finding information)
2.	Keep your networking correspondence business-like, short and not too personal.	
3.	It is appropriate to send an email to say thank you to an online contact.	
4.	Be ready and willing to assist the people in your network.	
5.	Do some research. Visit the organization’s website to find out about the person and the organization.	
6.	In your first email contact, explain how you located or identified the person and what you have in common.	
7.	When using social networking websites make sure the words and images you post present you in a positive way if they can be accessed by potential business contacts or employers.	
8.	To locate websites for organizations in your field find a union by entering the name or local number in a search engine	
9.	Get a feel for the blog or group and what others are saying before you contribute.	
10.	Understand and follow the group’s online rules by checking the group’s frequently asked questions (FAQs) page or asking the online moderator.	

Question

Do you have the essential skills required to network online? What skills do you need to work on? Write your response below:

Answer Keys

Reading Comprehension

1. Networking online means connecting with people using the internet.
2. The hidden job market refers to the jobs that are not advertised.
3. Networking online is an effective way of looking for work because it is fast and you can connect with a large number of people
4. One can network online through email, social and professional networking websites, joining organizations, and following blogs, newsgroups and listservs.
- 5.

	Description	Good idea		Reason
		Yes	No	
1	Garry uses email to network. He always ends his emails with the abbreviation TTFN (Ta Ta For Now).		✓	TTFN is internet slang and not professional.
2	Jessica has a facebook account for her friends and family. She recently posted a picture of herself and her friends at a party where they all got drunk and took off their clothes.		✓	Potential employers could see these pictures and this might have a negative impact.
3	Anna joined a professional networking website. Her profile includes information on the universities and colleges she attended as well as her previous employers.	✓		This is useful information for a potential employer as it shows her credentials and work history.
4	Derek is an engineer and he would like to expand his network in the engineering field. Derek decided to join an online jazz group in order to build his network.		✓	An online jazz group is not directly linked to engineering. He might not find the connections. He needs to join a group that has something to do with his field.
5	Kandisa is a high school teacher who is really interested in learning more about using technology in the classroom. She decided to follow a blog entitled "teaching with technology"	✓		This blog will connect her with people who have similar interests. She can learn more.

Vocabulary Development

A. Context clues

1. Potential means capable of becoming real
2. Contacts means people who you know and who can be helpful to you especially in business
3. Access means to be able to use, enter, or get near something
4. Expand means to increase in size, range, or amount : to become bigger
5. Acquaintances means someone who you know but who is not a close friend

B. Definition matching

	Word	Part of speech	Definition
1.	Prefer	Verb	to like someone or something better than someone or something else
2.	Networking	Noun	A supportive system of sharing information and services among individuals and groups that have a common interest
3.	Emailing List	Noun	a series of email addresses that are written down with each new one appearing below the previous one
4.	Professional	Adjective	relating to a job that requires special education, training, or skill
5.	Two-way street	Adjective	involving two people or groups
6.	Connect	Verb	to join or become joined to something (such as a system or network) through a telephone, computer, or other device
7.	Colleague	Noun	a person who works with you : a fellow worker
8.	Appropriate	Adjective	right or suited for some purpose or situation
9.	Traditional	Adjective	based on a way of thinking, behaving, or doing something that has been used by the people in a particular group, family, society, etc., for a long time
10.	Social	Adjective	relating to or involving activities in which people spend time talking to each other or doing enjoyable things with each other

D. Collocations (answers may vary)

Word	Collocates
Networking	Networking partners Social networking websites
Professional	Professional association, professional contacts, professional career, professional help,
Online	Online networking, online search, online printer,
Social	Social worker, social life, social drinker, social climber, social housing, social network,

Grammar Focus / Pragmatic Competence

2. "that" refers to communication
3. "their" refers to employers or contacts in your industry
4. "these" and "them" refer to websites such as Facebook and MySpace.
5. "their" refers to people you know
6. "their" refers to industries, alumni and professional associations and some unions
7. "those" refers to blogs, mini-blogs such as [Twitter](#), listservs and news or discussion groups

Reading – Writing Link Responses will vary

To	Diane.bow@banksforus.ca
From	muthega@gmail.com
Date	December, 21, 2011
Subject	Information interview
<p>Dear Diane Bow,</p> <p>Your email address was listed as the contact email on the Banks For Us website. I am writing to you because I would like to get more information on banking occupations in your company. Like you, I am an internationally educated certified banker and would like to re-enter my profession here in Canada. I would like to know how I can go about doing this and who I need to consult. Would it be possible for us to set up an information interview?</p> <p>I look forward to hearing from you.</p> <p>Yours sincerely,</p> <p>Muthega Amorui</p>	

Link to Essential Skills

	Networking suggestion	Essential Skill required
1.	Check out Your Privacy Online for more information on protecting your security and privacy	Computer Use and Thinking Skills (finding information)
2.	Keep your networking correspondence business-like, short and not too personal.	Computer use, writing
3.	It is appropriate to send an email to say thank you to an online contact.	Writing, computer use
4.	Be ready and willing to assist the people in your network.	Working with others
5.	Do some research. Visit the organization's website to find out about the person and the organization.	Computer use, thinking (finding information)
6.	In your first email contact, explain how you located or identified the person and what you have in common.	Writing, computer use
7.	When using social networking websites make sure the words and images you post present you in a positive way if they can be accessed by potential business contacts or employers.	Computer use, thinking (critical thinking)
8.	To locate websites for organizations in your field find a union by entering the name or local number in a search engine	Computer use, thinking (finding information)
9.	Get a feel for the blog or group and what others are saying before you contribute.	Thinking (critical thinking)
10.	Understand and follow the group's online rules by checking the	Computer use,

	group's frequently asked questions (FAQs) page or asking the online moderator.	reading, writing
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