



5 NETWORKING NO-NOS

With many jobs and job prospects on hold due to the recent coronavirus pandemic, it can be argued that networking is more important than ever. In fact, experts point out that as many as 60 percent to 70 percent of all new jobs are found through networking, which makes the process even more crucial to any search in the job world in which we find ourselves today. Leading job posting site Monster.com offers this list of the five friend-networking no-nos that job seekers should avoid:

- 1. Using—or abusing—your friendships:** One common mistake job seekers make when networking with friends is to focus first or solely on themselves and what they need, rather than speaking honestly and asking about the friend's life.
- 2. Expecting everyone to know your business:** Your professional life and career may be top of mind for you, but don't expect friends to remember everything you have been going through. Remind your friends of key developments in your job search before asking for networking help.
- 3. Cannibalizing friends' online connections:** Remember, just because your friend has some high-level professional connections does not mean that you should reach out to friends-of-friends directly. A better way is to share your professional goals with your friend, and wait for them to suggest putting you in touch with that high-level connection.
- 4. Asking for a professional recommendation:** You may want to list friends as character or personal references, but unless you have actually worked with them, avoid asking for a professional reference.
- 5. Being a friend in need, not in deed:** Don't try to reconnect with someone from your past just to hit them up for a job lead. If you've lost touch with someone, it is considered inappropriate and bad form to ask them to help you find a job.

