

# Leveraging Alumni Networks

This playbook outlines the steps required to effectively connect with and utilize a university's alumni network to find and secure career opportunities. It provides guidance on initiating contact, engaging with alumni, and maintaining those relationships for career advancement.

## Step 1: **Research**

Begin by researching your university's alumni network. Locate the alumni association website and any linked social media groups. Identify alumni who work in your field of interest.

## Step 2: **Join**

Join your university's alumni association if membership is not automatic. Participate in any relevant social media groups on platforms like LinkedIn or Facebook.

## Step 3: **Network**

Start networking by attending alumni events, webinars, and meet-ups. Engage with members by asking thoughtful questions and offering insights when appropriate.

## Step 4: **Connect**

Reach out to individual alumni through email or social media platforms. Craft personalized messages expressing genuine interest in their career path and seeking advice.

## Step 5: **Follow Up**

After initial contact, follow up to maintain communication. Respect their time, and express gratitude for any guidance or assistance they provide.

## Step 6: **Volunteer**

Volunteer to assist with alumni association events and initiatives. This can increase your visibility in the network and lead to more personal connections.

## Step 7: **Collaborate**

Seek ways to collaborate on projects, writings, or research. Contributing to shared objectives can strengthen your relationships with alumni and highlight your skills.

## Step 8: **Stay Active**

Remain active within the alumni community. Consistently participate in discussions and events to keep your presence known and broaden your network.

## Step 9: **Update**

Keep your network informed of your career progression and achievements. Sharing your successes can lead to new opportunities and allows alumni to assist you more effectively.

# **General Notes**

## **Etiquette**

Always maintain professionalism and courtesy when interacting with alumni. Remember, they are under no obligation to help you, so respectful communication is paramount.

## **Alumni Database**

Some universities have an alumni database. If available, use it to find contact details and career information about alumni in fields relevant to your interests.

## **Mentorship**

Consider seeking out a mentorship arrangement with an alum in your field. This can provide in-depth guidance and a stronger one-on-one connection for career development.