

GET THE JOB

Networking During the Pandemic

COVID-19 has brought the world of conferences and large networking events to a screeching halt. Many event organizers were forced to postpone their gatherings until 2021, but there is no guarantee that the pandemic will be under control by then.

This has left many professionals at a loss for how to stay connected with their industry peers, as well as how to find new job opportunities through public networking.

Fortunately, technology not only makes it possible for professionals to stay in touch — it makes it easier than ever before. There are many technology applications built specifically for professional networking that can help you stay relevant in the job market while also displaying your job skills in an effective manner.

When it comes to building a strong network, you must remember that the point is not to sell yourself. It's to bring tools and solutions to the table that could be helpful to others.

Just getting started? That's OK. Your network may be small at first as you consider who to really start plugging into a group that you touch base with on a regular basis.

Read on for three easy ways to network during the pandemic, and put the ideas into practice for the sake of your

career growth.

UTILIZE SOCIAL MEDIA

There's never been a better time to embrace the advantages of social media platforms like LinkedIn, Facebook and Twitter, and improve your skills with these tools to promote yourself as a professional.

First things first. Dust off your current social media profile by adding new content that is relevant to your industry. Include proper buzzwords in your summary sections so that you pop up in searches by recruiters, hiring managers or others looking to connect with like-minded professionals.

Your online presence is critical to your professional brand, so try hard to keep political commentary off of your profile, as well as any controversial posts that may paint you in an unprofessional light.

BE STRATEGIC

If you are job hunting, think strategically when it comes to approaching your network for connections. Avoid going



© ADOBE STOCK

straight to contacts you haven't chatted with in a while to utilize their network. Instead, pick three or four really strong contacts from your network to let them know you're on the market.

Ask them for confidentiality, and they may feel even more inclined to help you. They will appreciate that you trust them with your future career path, and you may notice your relationship with them strengthens.

You may even be able to find a virtual conference. While a relatively new con-

cept, finding a well-attended online gathering is as simple as doing your research. Look for credible organizations hosting these types of events to make sure you're signing up for something that has been vetted.

HOST VIRTUAL MEET & GREETs

Looking for other virtual options for great networking? Host your own!

Many platforms have made it easy — and free — to host gatherings online. Create a Facebook group of current and

past colleagues. Start a standing virtual Zoom meeting and invite everyone to show up with their favorite coffee (or cocktail if it's after-hours).

Creating and maintaining virtual relationships now is fundamental to maintaining your work trajectory, as well as improving your overall mental health.

The pandemic has been tough on professionals across the world. Finding ways to stay connected to the people you love working with can have a major impact on your career.

GET THE JOB



© ADOBE STOCK

Networking During the Pandemic

COVID-19 has brought the world of conferences and large networking events to a screeching halt. Many event organizers were forced to postpone their gatherings until 2021, but there is no guarantee that the pandemic will be under control by then.

This has left many professionals at a loss for how to stay connected with their industry peers, as well as how to find new job opportunities through public networking.

Fortunately, technology not only makes it possible for professionals to stay in touch — it makes it easier than ever before. There are many technology applications built specifically for professional networking that can help you stay relevant in the job market while also displaying your job skills in an effective manner.

When it comes to building a strong network, you must remember that the point is not to sell yourself. It's to bring tools and solutions to the table that could be helpful to others.

Just getting started? That's OK. Your

network may be small at first as you consider who to really start plugging into a group that you touch base with on a regular basis.

Read on for three easy ways to network during the pandemic, and put the ideas into practice for the sake of your career growth.

UTILIZE SOCIAL MEDIA

There's never been a better time to embrace the advantages of social media platforms like LinkedIn, Facebook and Twitter, and improve your skills with these tools to promote yourself as a professional.

First things first. Dust off your current social media profile by adding new content that is relevant to your industry. Include proper buzzwords in

your summary sections so that you pop up in searches by recruiters, hiring managers or others looking to connect with like-minded professionals.

Your online presence is critical to your professional brand, so try hard to keep political commentary off of your profile, as well as any controversial posts that may paint you in an unprofessional light.

BE STRATEGIC

If you are job hunting, think strategically when it comes to approaching your network for connections. Avoid going straight to contacts you haven't chatted with in a while to utilize their network. Instead, pick three or four really strong contacts from your network to let them know you're on the market.

Ask them for confidentiality, and they may feel even more inclined to help you. They will appreciate that you trust them with your future career path, and you may notice your relationship with them strengthens.

You may even be able to find a virtual conference. While a relatively new

concept, finding a well-attended online gathering is as simple as doing your research. Look for credible organizations hosting these types of events to make sure you're signing up for something that has been vetted.

HOST VIRTUAL MEET & GREETES

Looking for other virtual options for great networking? Host your own.

Many platforms have made it easy — and free — to host gatherings online. Create a Facebook group of current and past colleagues. Start a standing virtual Zoom meeting and invite everyone to show up with their favorite coffee (or cocktail if it's after-hours).

Creating and maintaining virtual relationships now is fundamental to maintaining your work trajectory, as well as improving your overall mental health.

The pandemic has been tough on professionals across the world. Finding ways to stay connected to the people you love working with can have a major impact on your career.

HOT JOB PROFILE

AIRFIELD OPERATIONS SPECIALISTS

Number of jobs in 2019: 10,900

Job outlook, 2019-29: 6% (faster than average)

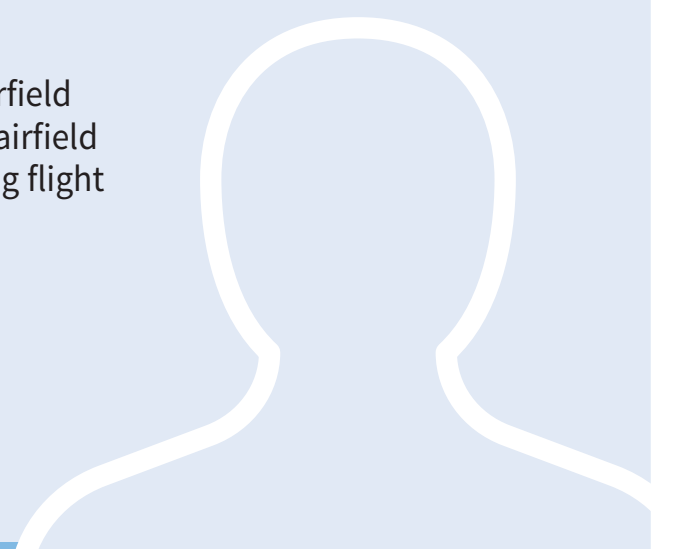
Employment change, 2019-29: 700

The role: Ensure the safe takeoff and landing of commercial and military aircraft. Duties include coordination between air-traffic control and

maintenance personnel, dispatching, using airfield landing and navigational aids, implementing airfield safety procedures, monitoring and maintaining flight records and applying knowledge of weather information.

Education required: High school diploma or equivalent, long on-the-job training.

Source: U.S. Bureau of Labor Statistics



AD SPACE