

Networking and Relationship Building

Networking may seem scary, but it can actually be fun and help your career! People usually form networks through *immediacy* (i.e., Who’s in your life now?), *proximity* (i.e., Whom do you see frequently?), and *similarity* (i.e., Who in your circle has similar interests?). We also encourage you to think outside the box, looking beyond your immediate circle as you build your network.

Directions:

1. Check out the [SocialMediaToday article](#) on strong ties (i.e., friends and family) and weak ties in social networking. Brainstorm some strong and weak ties in your network using this table below and/or the cluster chart on the back of this page:

| My Current Strong Ties | My Current Weak Ties | Potentially Valuable New Ties |
|------------------------|----------------------|-------------------------------|
| | | |

2. Write a one-page reflection about your personal network, answering the following questions:

- *How can your weak ties help you in terms of your education or career aspirations?*
- *Is there anyone in your network whom you admire and want to model your career decisions after? What can you do to make this happen?*
- *What’s the biggest takeaway for you regarding building your network?*

