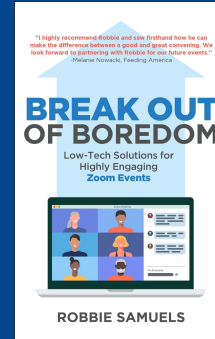
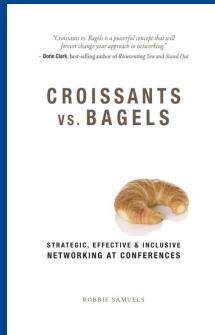


No-Cringe Networking



Presented by Robbie Samuels – award-winning author

TED^x

FAST COMPANY

Forbes

The Boston Globe

npr

Inc.

lifehacker

MPI

THE HUFFPOST

HBR

“Women are not good
at networking.”

- Women’s Leadership Conference Organizer



Spray and pray networking.





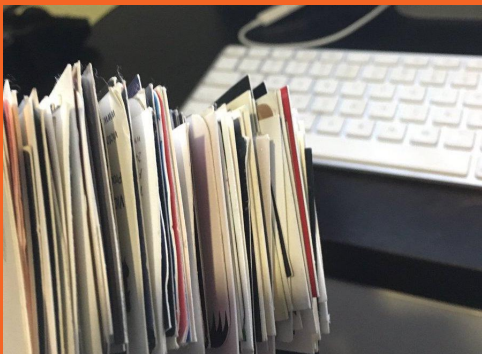


- ✚ Redefining Networking
- ✚ In Person Networking
- ✚ Networking at Work
- ✚ LinkedIn Recommendations



|| Takeaways & QUESTIONS
Resources

Does this look familiar?



Type YES in chat



Type ME in chat

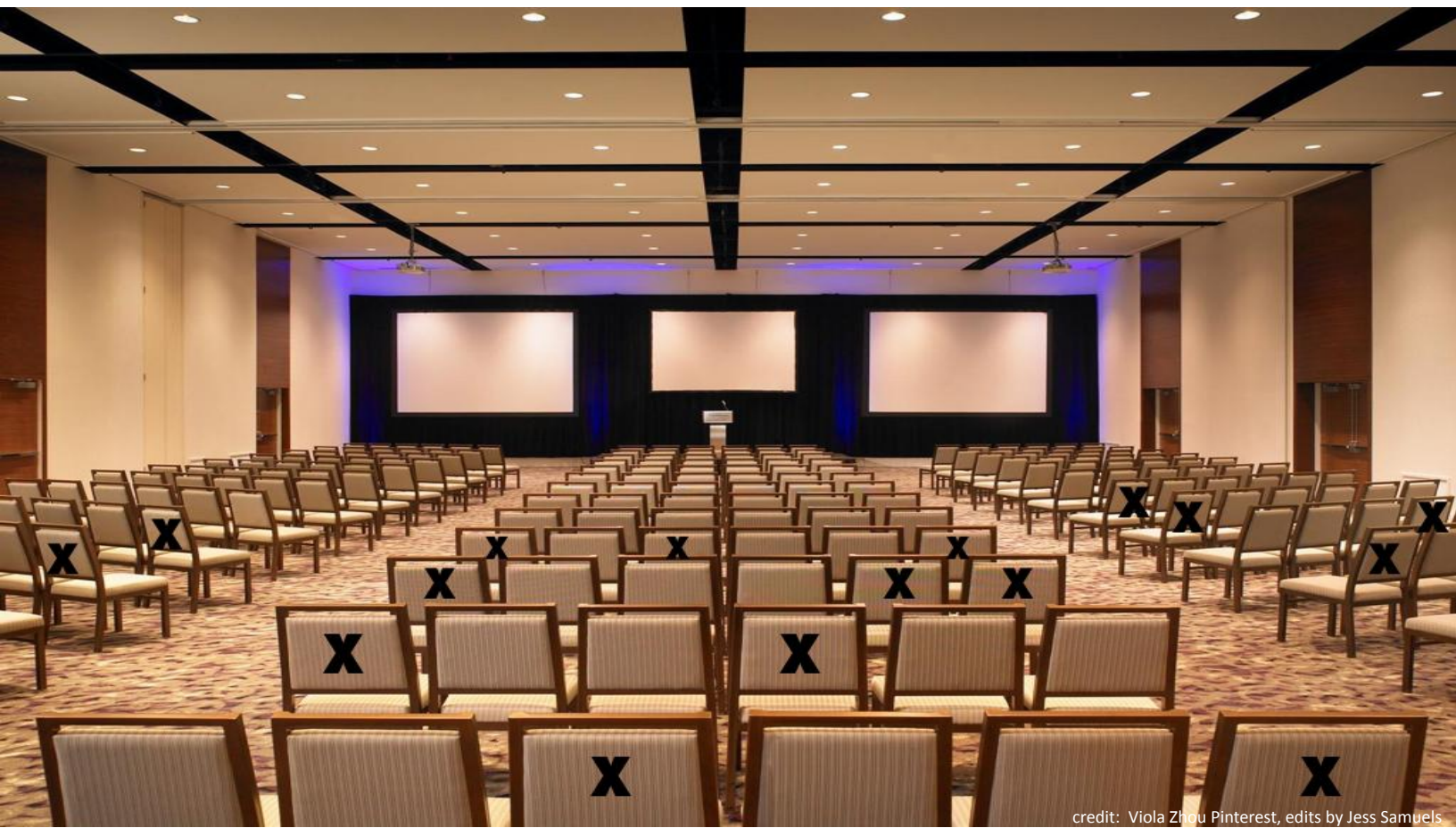




In Chat: QUESTIONS
Jot down takeaways

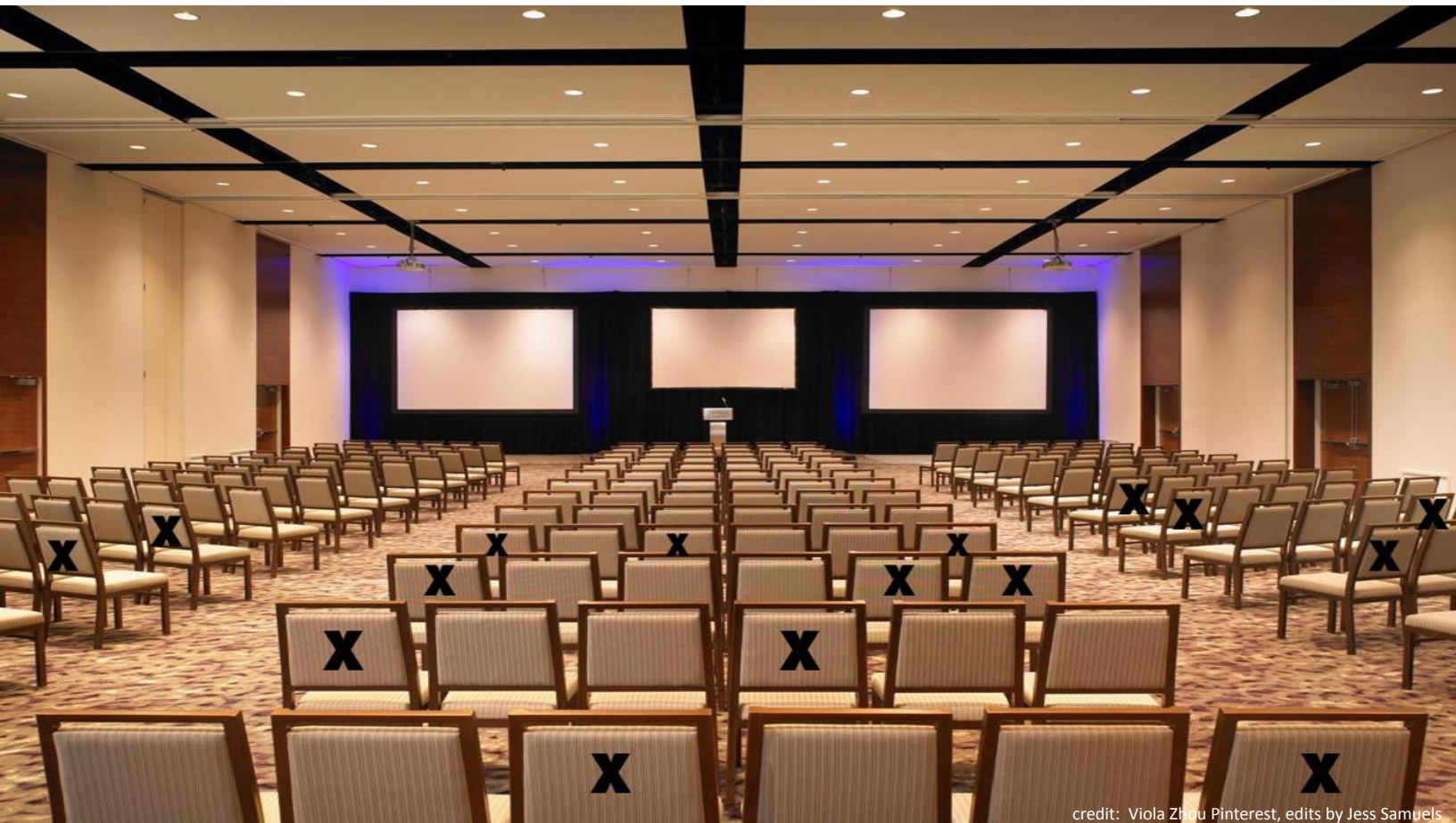
**ALWAYS BE YOURSELF
UNLESS YOU CAN BE
A UNICORN
THEN ALWAYS BE A
UNICORN**

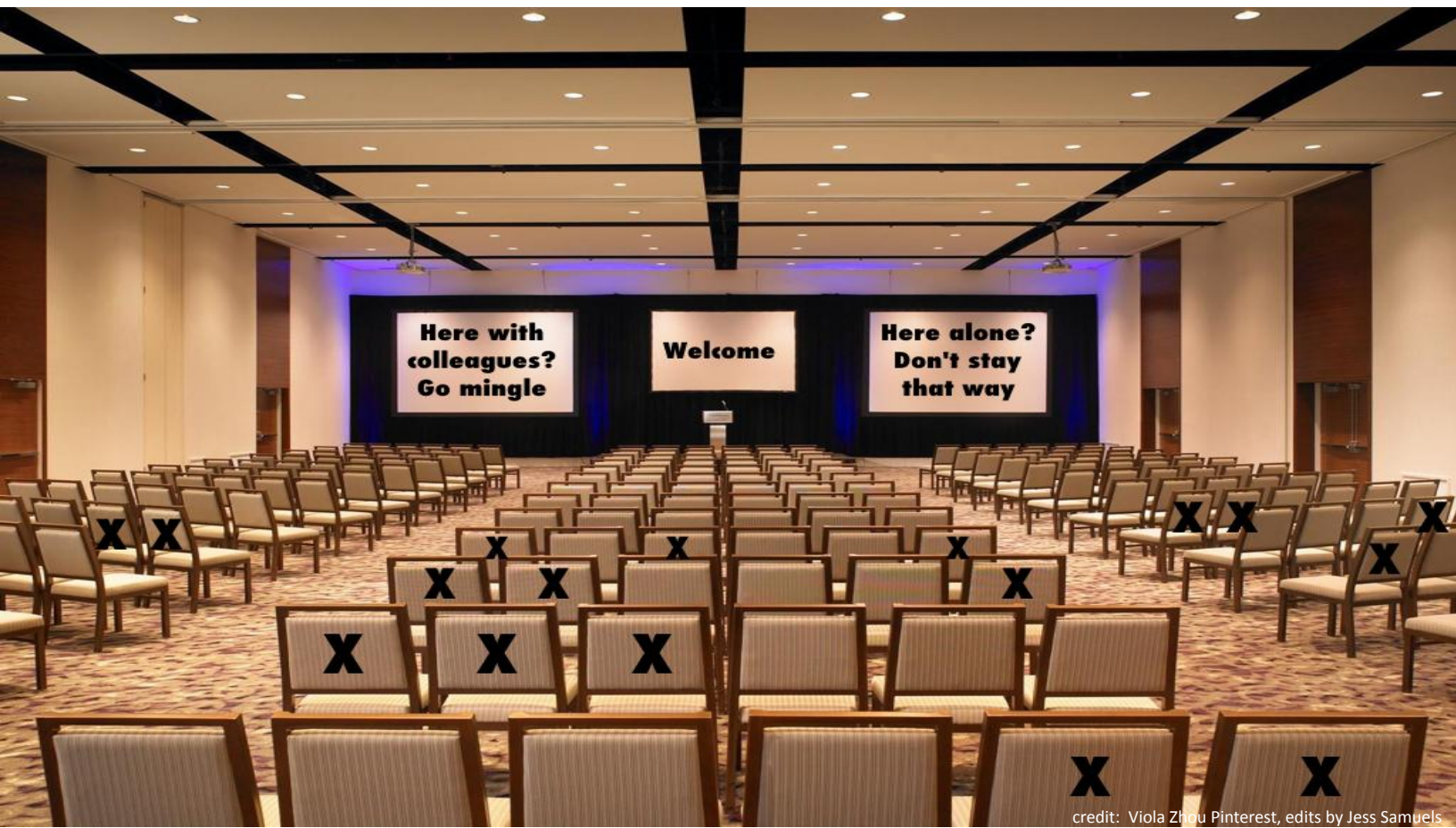




credit: Viola Zhou Pinterest, edits by Jess Samuels



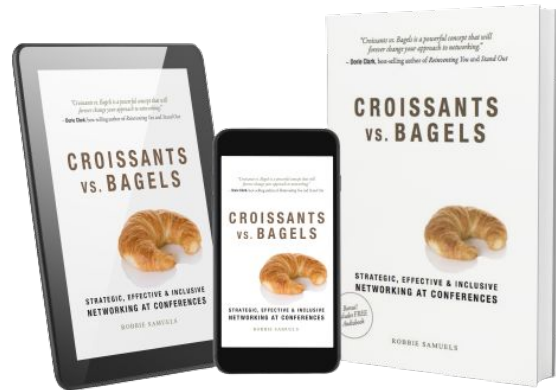




credit: Viola Zhou Pinterest, edits by Jess Samuels

**“You’re one
of my 5!”**

More in-person networking tips in my first book, "Croissants vs. Bagels: Strategic, Effective, and Inclusive Networking at Conferences."



www.CroissantsvsBagels.com



In Chat: QUESTIONS
Jot down takeaways

- ✚ Redefining Networking
- ✚ In Person Networking
- ✚ Networking at Work
- ✚ LinkedIn Recommendations



Young and Young-at-Heart Professionals (YAYAHP) & YoPro





Greater Public has a variety of affinity groups that focus on the shared professional tasks and specific needs of participants.

Capital Campaign

DEIAB Practitioners

Heritage Underwriting

Legacy Leaders

Major Gift Academy Alumni

Marketing Group

**UR HOUR**

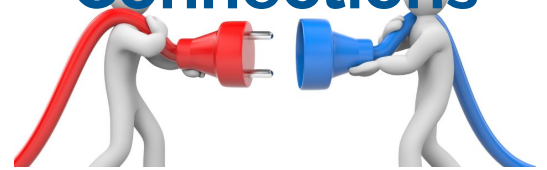
**A Gathering for BIPOC
in Public Media**

Additional Public Media affinity and networking groups.

neurodivergent
PUBLIC MEDIA PROFESSIONALS

- America's Public TV Stations (APTS)
- Association of Independents in Radio (AIR)
- **Media for the Public Good**
- National Educational Telecommunications Association (NETA)
- National Federation of Community Broadcasters (NFCB)
- **National Multicultural Alliance (NMCA)**
- National Public Media (NPM)
- Public Media Business Association (PMBA)
- Public Media Content Collective (PMCC fka PRPD)
- **Public Media for All (PM4A)**
- Public Media Journalists Association (PMJA)
- Public Media Women in Leadership (PMWL)
- Public Radio Association of Development Officers (PRADO)
- Radio Research Consortium (RRC)
- Station Resource Group (SRG)
- University of Station Alliance (U:SA)

Power of Connections



**How do you
feel about asking
for help?**

**How do you
feel about asking
for help?**

Ashamed? Awkward?
Embarrassed?

How do you feel about asking for help?

Ashamed? Awkward?
Embarrassed?

How do you feel about asking for help?

Ashamed? Awkward?
Embarrassed?

How do you feel about getting to help someone?

How do you feel about getting to help someone?

Fantastic? Energized? Happy?

**If you don't ask for help, you
are denying someone
happiness.**



In Chat: QUESTIONS
Jot down takeaways

-
- + Redefining Networking
 - + In Person Networking
 - + Networking at Work
 - + LinkedIn Recommendations

**50+ LinkedIn
Recommendations**

LinkedIn Recommendations Cheat Sheet

Make it easy to say yes.

- Instructions/link to give you a recommendation
 - A link to your resume/job history
 - Specific skills you want to highlight
 - Specific accomplishments you are particularly proud of (grouped by skill set)
-

Who should you ask?

- **Laid off?** Who commented on your LinkedIn post?
 - **Employed?** Current and past co-workers you worked closely with, even if they are no longer at that company.
-

Who should you ask?

Keep track on a spreadsheet.

- **Role** (your title when you worked together)
 - **Person you are asking**
 - **Asked** (date)
 - **Recommendation posted** (checkbox)
 - **Remind later** (date)
 - **Notes** (include quotes from their reply or emails)
-

Reach out

Hi x! I recently attended a workshop that reminded me of the importance of asking for LinkedIn recommendations every quarter rather than waiting until I'm going for a promotion or there are layoffs.

I'm reaching out to people I've worked closely with. Would you be willing to write me a LinkedIn recommendation and I'll do the same for you?

To help you do this, I created a LinkedIn Rec cheat sheet with my resume, along with some of the accomplishments I am most proud of. You can access it here: [LINK](#).

Use this or ignore it and write something off the top of your head. Either way, I would appreciate your support.

Thanks in advance!

Reach out

Give them the opportunity
to ask to be reminded.

P.S. If you want to write one but are just too slammed with work right now, reply back with a quick, "Sure, I will get to it soon," and I will be happy to remind you! ;)

Promote

Gather recommendations
and share them.

Hi x! I recently attended a workshop that reminded me of the importance of asking for LinkedIn recommendations every quarter rather than waiting until I'm going for a promotion or there are layoffs.

I'm reaching out to people I've worked closely with. Would you be willing to write me a LinkedIn recommendation and I'll do the same for you?

To help you do this, I created a LinkedIn Rec cheat sheet with my resume, along with some of the accomplishments I am most proud of. You can access it here: [LINK](#).

Use this or ignore it and write something off the top of your head. Either way, I would appreciate your support.

Thanks in advance!

www.jessmsamuels.com

Promote

LinkedIn post with carousel

The image shows a screenshot of a LinkedIn post by Jess M. Samuels. The post text includes a self-reflective introduction, a list of skills (Customer Success, Internal Communications, Operations, Employee Experience), and a call to action for remote roles in EdTech. Below the text is a carousel image with a blue background, white text asking 'What do colleagues say about my COMMUNICATION SKILLS?', and a portrait of Jess M. Samuels. The carousel is titled 'Communication Skills, ScreenReaders go to jessmsamuels...' and has 6 pages. The post shows 18 comments and 2 reposts.

Promote

LinkedIn post with carousel

Then add to Featured Posts

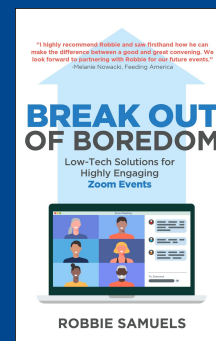
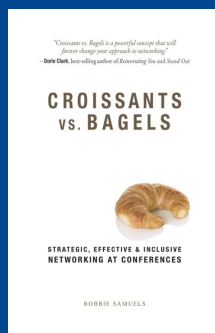
This is an identical screenshot to the one above, showing the LinkedIn post by Jess M. Samuels with the carousel image. The text and layout are the same, including the self-reflective introduction, skills list, call to action, carousel image, and engagement metrics (18 comments, 2 reposts).

Promote

Add quotes to your
LinkedIn About section

Let's stay connected!

robbie@robbiesamuels.com + www.linkedin.com/in/robbiesamuels



TED^x
Inc.

FAST COMPANY
lifehacker

Forbes
MPI

The Boston Globe
IHUFFPOST

npr
HBR



Give feedback to Robbie

Scan this QR code



Or go to

<https://talk.ac/robbiesamuels>

and enter this code when prompted

NETWORKING

Powered By  talkadot