



THE
**AMERICAN
COLLEGE**
OF FINANCIAL SERVICES®

Networking 101 Checklist

Have you heard the old saying, “It’s not what you know, it’s who you know”? It’s as true as ever. Developing and growing your professional network is a crucial aspect of advancing your career.

Set up a LinkedIn account

LinkedIn is the premier professional networking site with nearly 600 million members and counting, including over 17,000 alumni of The American College of Financial Services! It’s a perfect place to tell your brand story, connect with others, and research career pathways and employers. In addition, hiring managers and recruiters are increasingly using this platform to source talent.

Join professional organizations

There are a variety of professional associations within financial services formed to facilitate networking, support knowledge sharing, and advance industry interests.

Schedule informational interviews

Informational interviews can be an incredibly worthwhile, low-pressure way to learn about an industry and explore career options, as well as build a professional network.

Enhance social media presence

Social media is another venue for building your brand and professional network. Join industry conversations, develop contacts, connect with prospective employers, and get the word out about your job search.

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