

Since we entered a largely “virtual-only” world this past spring, you may think networking has been put on the backburner until further notice. We’d like to disagree; while it certainly won’t look like traditional networking of gathering physically together and mingling, you can still successfully network virtually! We’re sharing our five tips for effective virtual networking.



Start with People You Know

Start your virtual networking experience with people you know. Consider which colleagues, friends, and family members can help you achieve your goals or connect you with someone who can. You never know who you might be able to get connected to just by leveraging the people you know.

Like we’ve learned about many things this past year, networking no longer has to mean going to physical events with name tags and strangers; it now can mean making connections and relationships with people in your field.

Engage People on Social Media

Engaging people on social media is another great way to network virtually. You should keep up an active presence on social media: posting articles (make sure you’re sharing reliable, accurate news though), don’t be afraid to share an appropriately funny video now and then to show your personality, and keep in contact with friends and family on the social media platform of your choice.

Social media is an easy and accessible way to get to know people, get in touch with people, send private messages, and send them articles you believe they would find interesting. It is an organic way to keep in touch and strike up spontaneous conversations.

Join Virtual Networking Groups

Social media also has groups you can join for virtual networking. There are pretty much groups for any industry or interest – from generic networking groups to groups specific to job titles. Joining these groups will give you access to people in the industry you’re trying to get into and allows you to interact with these people virtually.

Update Your LinkedIn Profile

When you update your LinkedIn profile, you’re notifying everyone in your network know you’re not only an active member of the LinkedIn community but open to having conversations with other users.

LinkedIn allows you to invite current connections and potential employers to see your updates, including what you’re searching for professionally. Ensure you clearly communicate what you are looking for and don’t wait for others to reach out. Check your LinkedIn contacts to see if there is someone you should get in touch with that you didn’t think of before.

Schedule Regular Zoom Meetings

Connecting with people face-to-face always helps enhance communication. Once you’ve formed a relationship with someone over social media or through your personal network, set up Zoom meetings to take that connection to the next level.

Zoom meetings allow you to get closer to the physical connection you’re missing by not attending traditional networking events. While, of course, it isn’t the same as physically being with someone and may feel a bit awkward at times, building relationships with your connections “face-to-face” will help get you closer to achieving your goals.

About EG Workforce Solutions

We’ve been in this business for decades and have developed a deep network of professional connections. Whether they’re companies looking for talent, job seekers looking for work, or an up-and-coming store in need of some temporary help, we know the right people to bridge the gap between the hiring and the hired.

But what’s more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we’re able to facilitate lasting relationships between businesses and people.

