

Invest in Your Network

One of the best ways to invest in your personal and professional relationships is to stay in touch! By sending a personal update message to people in your network, you can keep building upon your connect and solicit support and assistance for your future goals. Check out these tips for the How, When Who, and What around doing this well. Then, use our sample LinkedIn Post and Email Message as a guide to send your own message update to your connections.

How to Stay in Touch with Your Network:

- LinkedIn Post
- Email Message
- Social Media Post
- Holiday Card

When to Send Outreach Messages to Your Network:

- Endings/Beginnings (seasonal updates, academic semesters, new year)
- Decision Points (major declaration, studying abroad, narrowing down job target for senior year, applying to graduate school)
- Consider what's coming up for you and the type of help, support, or connection you might need from your network

Who to Send Messages to in Your Network:

- Friends and Family
- Neighbors
- Parents of your Friends (if you know them fairly well)
- Professors
- Staff members
- Mentors
- Current or past job colleagues and supervisors
- Community connections (from volunteer gigs, your church, etc.)

What to Include in Your Message:

- Why you're sending it (end of the year, decision point, starting a new adventure)
- Personal update with high-level overview of academic, career, personal notes
- Future-oriented overview – “here's what I'm planning for next”
- Request for connection, information, opportunities as needed and express the desire to stay in touch

Sample LinkedIn Post (to your feed of connections):

Happy New Year to all of my LinkedIn connections near and far! I wanted to use the start of the new academic semester at Wake Forest to provide a quick personal update.

I'm excited to share that I've decided on my major course of study and will be declaring a double major in Psychology and Sociology with a minor in Entrepreneurship. After taking several pre-requisite courses in these academic departments and exploring my career interests with a help of a career coach in the Office of Personal & Career Development, I am confident about taking the leap into my major/minor courses!

Over the past few months, I've been able to identify some key interests and skills when it comes to future career options for myself:

- I'm passionate about community and social justice issues, including helping people get access to resources and support.
- I enjoy writing, communications, marketing, and storytelling.
- I'm a people-person! Developing meaningful connections with others is important to me.
- I have an interest in the following industries: nonprofit, education, healthcare, and government.

Throughout the spring semester, I hope to continue exploring my interests, growing in my skill set and knowledge, and to search for a summer internship.

If you currently work in the nonprofit, education, healthcare, or government industries – or know someone who does – and are willing to connect, please let me know. I'd welcome the opportunity to learn from your experience.

Wishing you a great start to the year, and Go Deacs!

Sample Email Message to Personal/Professional Connections:

Happy Holidays!

As I wrap up my junior year fall semester at Wake Forest, I wanted to provide a brief update as a point of connection with each of you. If you're receiving this email, please know it's because I value your support and encouragement and would appreciate staying in touch in the year ahead.

Here are a few highlights from the past six months:

- I spent the **fall semester studying abroad in London, England**, and living at Wake Forest's Worrell House. It was an amazing experience which afforded me the opportunity to take classes related to my major course of study, travel throughout Europe, and connect with new friends and classmates from around the world.
- In addition to declaring my major in Economics, my study abroad experience resulted in my decision to **add on a minor in Global Trade & Commerce Studies**.
- I had an **internship working for a Wake Forest alum in London as a Data Analyst** intern where I further developed my skill set and gained knowledge about the world of work.
- I will be **taking on several leadership roles** as I return to campus at Wake Forest in Student Government and Greek Life.

My main goal for the spring semester, in addition to my coursework and extracurricular activities, is to pursue a summer internship in Washington, DC for an economic policy organization. **If you have any advice, connection points, or opportunities that might be a good fit for me related to this, please let me know. I welcome any chance to have conversations and learn more as I think about my next career steps.**

That was a lot about me, but I'd also enjoy knowing how you're doing and what you have planned for the year ahead! Let's stay in touch.

All the best,

Your Name