

Netiquette

AN ONLINE NETWORKING GUIDE

BUILDING YOUR WEB PRESENCE • DO YOUR RESEARCH • EMAIL ETIQUETTE • OTHER PLATFORMS



BUILDING YOUR WEB PRESENCE



DOING YOUR RESEARCH



EMAIL ETIQUETTE



OTHER WAYS TO NETWORK

Do you have an online portfolio, website, or blog?

An online presence is extremely important for all artists to showcase their work and network within their field. Unless you are planning to work in the web design industry, you don't necessarily have to build your own site, however, if you are tech savvy, consider building a website to display your work. Not only is it a great way to present your work, but the website itself will speak for your design skills and technical abilities.

If you come from a more fine art background, or do not yet have the skills to build a website, consider starting a blog with a user-friendly site (free), or use a paid service to host your domain name and provide easy, user-friendly templates. Some suggestions are:

www.portfolios.mica.edu

www.behance.net

www.prosite.com

www.cargocollective.com

www.carbonmade.com

www.coroflot.com

www.foliolink.com

www.icompendium.com

www.imcreator.com

www.indexhibit.com

www.4mat.com

www.otherpeoplespixels.com

www.tumblr.com

www.virb.com

www.wordpress.com

Do's

1. BUY A DOMAIN NAME THAT IS YOUR OWN
2. FILL YOUR SITE WITH WELL DOCUMENTED WORK THAT YOU ARE PROUD OF AND SPEAKS TO YOUR ABILITY
3. KEEP YOUR SITE CLUTTER-FREE
4. USE CLEAR IMAGES THAT HIGHLIGHT YOUR WORK
5. PICK COLORS THAT WORK WELL TOGETHER AND REINFORCE YOUR PERSONAL BRAND
6. CHOOSE A PROFESSIONAL EMAIL AND INCLUDE IT ON YOUR WEBSITE

Don'ts

1. POST YOUR HOME ADDRESS
2. WRITE ANYTHING YOU WOULD REGRET ABOUT A PREVIOUS EMPLOYER
3. AVOID POSTING TOO MANY IMAGES, ICONS, AND TEXT: KEEP IT SIMPLE
4. HAVE ADS ON YOUR PERSONAL PORTFOLIO
5. HAVE ANY BROKEN LINKS OR BUGS THAT MAKE IT DIFFICULT TO NAVIGATE YOUR SITE
6. EXPECT A KILLER WEBSITE OVERNIGHT. IT TAKES TIME AND PATIENCE TO BUILD A STRONG PORTFOLIO

Research before reaching out.

When starting, research organizations where you don't have an actual person to contact. This may mean searching LinkedIn for possible alumni contacts, friends of friends, etc. A great way to network is by contacting any "middle people" between you and the organization you are interested in. Ask your connections if there is anywhere or anyone else they suggest you research or contact.

Another great way to meet people and professionals is through professional associations related to the art and design world. Most professional associations and trade organizations have student memberships and there is an extensive list of organizations on the career development website. Make the most of your membership by becoming active, serving on committees, and becoming a valuable part of the organization. Consider volunteering for built-in networking and free access to conferences and events.

It's important not to close yourself off from researching organizations or individuals who haven't yet put out a job listing. Keep an ongoing folder of people or groups you could see yourself working for and don't be afraid of reaching out.

Do's

1. KEEP AN ONGOING FOLDER OF ORGANIZATIONS OR INDIVIDUALS YOU WANT TO WORK FOR
2. SEE IF YOU HAVE ANY CONNECTIONS OR "MIDDLE PEOPLE" YOU CAN REACH OUT TO FIRST THROUGH SITES LIKE LINKEDIN
3. TRY AND FIND A NAME YOU CAN ADDRESS YOUR COVER LETTER TO
4. READ THE "ABOUT," "MISSION," OR "BIO" PAGE TO FIND OUT MORE INFORMATION
5. SHOW YOUR INTEREST IN THE ORGANIZATION BY FOLLOWING OR LIKING THEIR PAGE ON SOCIAL MEDIA SITES LIKE TWITTER OR FACEBOOK
6. NARROW DOWN YOUR SEARCH BY CITY, EMPLOYMENT TYPE, OR POSTED DATE

Don'ts

1. CLOSE THE DOOR ON ORGANIZATIONS JUST BECAUSE THEY DIDN'T POST A JOB LISTING
2. SEND WINKS, POKES, INVITATIONS FOR ONLINE GAMES VIA FACEBOOK
3. FORGET TO USE SPELL CHECK
4. BE AFRAID OF REACHING OUT TO PEOPLE: YOU NEVER KNOW WHERE IT MIGHT LEAD YOU
5. SEARCH FOR JOBS WHILE YOU ARE AT WORK
6. USE A WORK EMAIL ADDRESS WHEN YOU REACH OUT
7. APPLY FOR MULTIPLE JOB OPENINGS AT THE SAME COMPANY

What should you write in your email?

When reaching out to an organization or individual who has not posted a job listing, make it personal. Try to find a specific name and email address so that you know your information will be sent to the correct person. See if you have any mutual contacts through resources like LinkedIn and Twitter. Be courteous and concise, not overbearing and aggressive.

You can also ask for an informational interview if you would like to find out more about a company or individual. By doing so, you can form a contact before directly asking about a position. For more information about informational interviews, be sure to look at the Career Resources page.

SUBJECT LINE

KEEP IT STRAIGHTFORWARD
USE THE POSITION TITLE
YOU CAN INCLUDE YOUR NAME

“Request for Advice”
“Informational Interview”
“Graphic Design Internship”

GREETING OR OPENING

“Dear Camille,”
“Dear Director of Communications,”
“Hello David,”

BODY TEXT

SAMPLE STATEMENT

“My name is Jane Mica and I’m finishing up my last semester as an Animation major at the Maryland Institute College of Art (MICA) in Baltimore. I am very interested in the internship position starting this month through May of this year.

I am efficient in 3DS Max, Maya, Blender, Adobe Creative Suite, Final Cut Pro, and a multitude of other applications but beyond the technicals, I am an outgoing, outdoorsy, life-loving, visual/audible problem solver that would love to meet you.

My reel can be viewed at www.janemica.com and I have also attached my resume to this email.”

CLOSING LINES

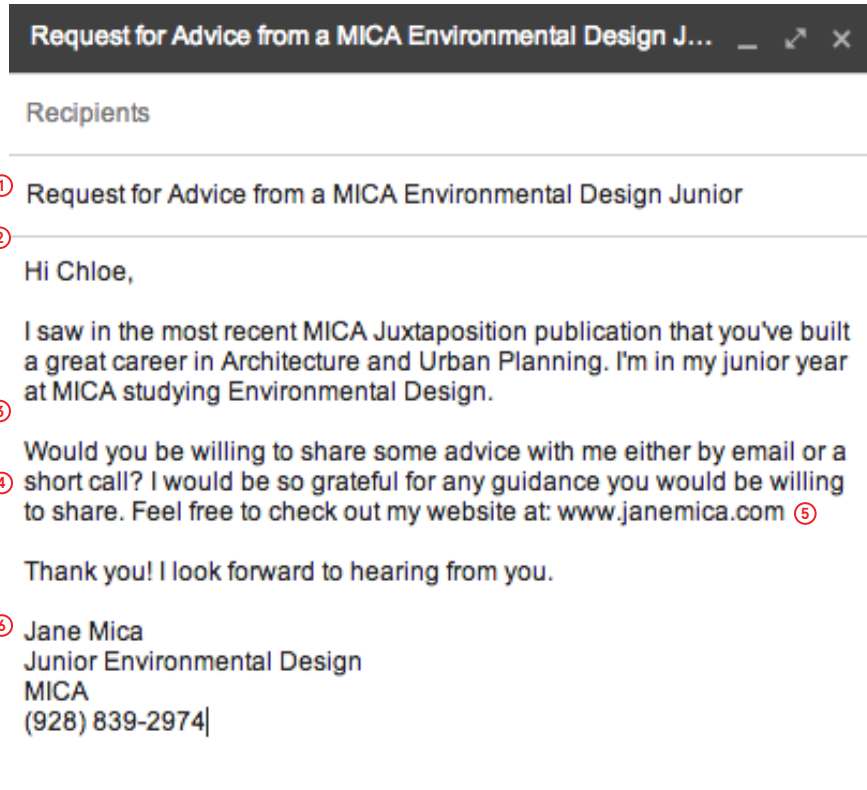
THANK THEM FOR THEIR TIME AND CONSIDERATION

“Thank you,”
“Best, ”
“Sincerely,”
“I look forward to hearing from you soon,”

REMEMBER

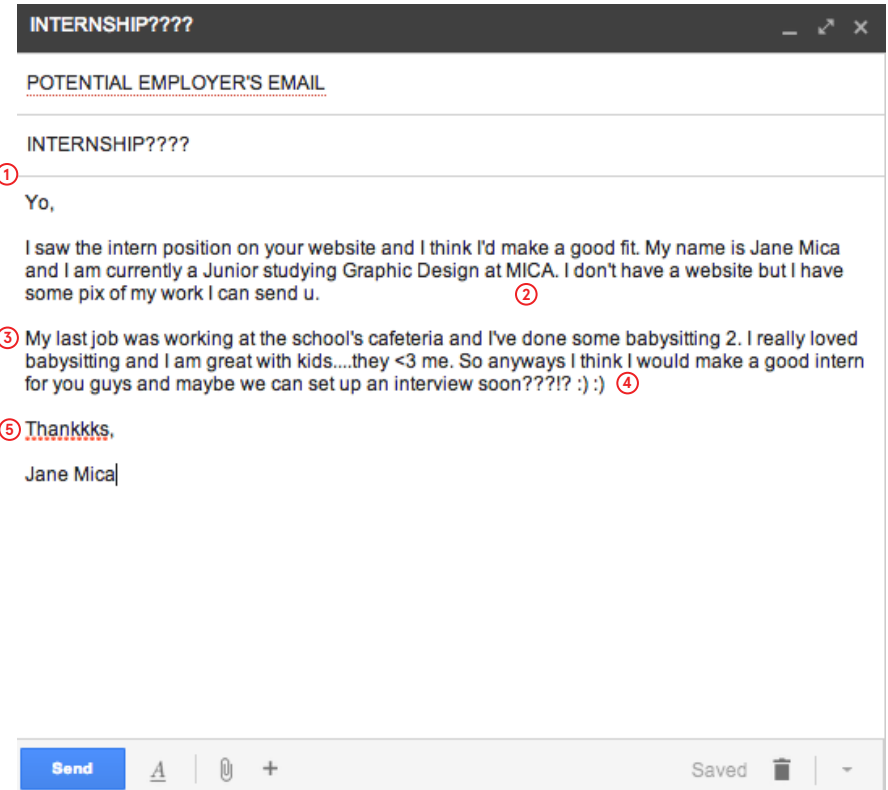
INCLUDE ALL WORKING LINKS AND PDFS THAT YOU MENTION
READ THROUGH THE EMAIL BEFORE PRESSING SEND
INCLUDE YOUR NAME AND WHERE YOU CAN BE REACHED

Do's



1. KEEP THE SUBJECT LINE PROFESSIONAL AND RELEVANT (DON'T USE ALL CAPS)
2. KEEP IT CONCISE AND NOT TOO LONG
3. BREAK UP YOUR TEXT INTO PARAGRAPHS SO THAT YOUR EMAIL DOESN'T COME ACROSS AS DENSE OR OVERWHELMING
4. BE WARM AND FRIENDLY
5. INCLUDE A LINK TO YOUR WEBSITE
6. INCLUDE YOUR PERSONAL INFORMATION AT THE END

Don'ts



1. BE INFORMAL IN YOUR GREETING, ESPECIALLY IF YOU DO NOT KNOW THE PERSON
2. FORGET TO WRITE OUT MARYLAND INSTITUTE COLLEGE OF ART
3. INCLUDE IRRELEVANT INFORMATION: IF YOU DON'T PUT IT ON YOUR RESUME, WHY INCLUDE IT IN THE EMAIL?
4. INCLUDE EMOTICONS/ TXT ABBREVIATIONS/ EXCESSIVE PUNCTUATION
5. FORGET TO THANK THE PERSON FOR THEIR TIME

Twitter, LinkedIn, Flickr, Behance, and more!

Online networking services, especially those for fine art and design, can be great tools to get connected with other individuals in your field. Not only do these platforms offer the potential to get your work out there and noticed, but you will be exposed to the best talent (and hopefully inspired to work even harder!).

Remember not to post anything (especially on Twitter) that you wouldn't want your boss, work colleagues, family, or friends to see. If you find someone you'd like to personally connect with, don't hesitate to use the "Netiquette" guidelines and send them a direct, personal message.

Many of these platforms offer a feature to see mutual contacts. Use this to your advantage! LinkedIn is a great way to see your second and third-degree connections to individuals: it's always a great starting point when reaching out to someone!

To learn more about LinkedIn, go to university.linkedin.com/linkedin-for-students.html.

Do's

1. KEEP YOUR PROFILE UP TO DATE
2. POST ONLY YOUR BEST WORK
3. KEEP YOUR REPUTATION PROFESSIONAL BY FILTERING WHAT YOU SAY ONLINE
4. LIKE, FOLLOW, RETWEET, OR REBLOG INDIVIDUALS AND WORK THAT YOU ADMIRE....IT'S LIKE A TIP OF THE HAT TO THAT PERSON!
5. DIRECT MESSAGING IS A GREAT WAY TO INTRODUCE YOURSELF, AS LONG AS YOU FOLLOW THE NETIQUETTE GUIDELINES

Don'ts

1. FORGET TO ADD YOUR WEBSITE TO YOUR ONLINE PROFILES
2. FORGET TO USE SPELL CHECK
3. SHARE TOO MUCH PERSONAL INFORMATION
4. BE RUDE, OVERBEARING. OR CREEPY
5. USE A SLOPPY PROFILE PICTURE
6. FORGET YOUR AUDIENCE OR BE INSENSITIVE WITH THE TOPICS YOU POST ABOUT

Informational Interviews

An informational interview is a way to gain first-hand information on a career or particular organization. It is not a way to gain employment, rather it is a networking strategy. Internships can be one of the best resources for meeting people who were in your position at one point in time, and have progressed through various paths to make their dreams happen. Additionally, consider reaching out to MICA alumni and/or professionals in your desired field.

THE PROCESS

Arrange Meetings Always be professional and polite in your interview requests. People are busy, so it is appropriate to request a 30-minute meeting. The time will go quickly, so be prepared with your questions.

Be a Professional Make sure to bring a resume, note pad and a pen for notes. Your style of dress can be more casual than a real interview, nevertheless you should look professional.

How to Begin Start by introducing yourself and why you set up the interview. Then mention that you have some questions that you would like to ask. The questions will dictate the flow of conversation.

Follow Through At the end of the conversation, make sure to ask if there are any other people and/or organizations they can recommend for future informational interviews. If so, ask for their contact information and if you may use their name to connect with them.

Exhibit Professional Etiquette Follow-up by sending a thank you letter or email.

QUESTIONS TO CONSIDER

1. First describe your current role and what experience was necessary to secure your position.
2. When you were in college, what did you think your career was going to be?
3. Describe a typical work day (week).
4. What do you find most rewarding about the work? What are your biggest challenges?
5. How do you find out about jobs in your field?
6. What other types of jobs could you apply to with your experience?
7. How well suited is my background for my kind of career?
8. What could I expect my entry-level salary to be like? What might an average salary be with several years of experience?
9. If you could give me some advice about entering this field, what would it be?
10. Based on our conversation, is there anyone else you would recommend I speak to? If so, may I use your name when I contact them?
11. Are there any other organizations or companies you think I should investigate?

MICA CAREER DEVELOPMENT
2014
LILY CLARK
PEER CAREER ADVISOR