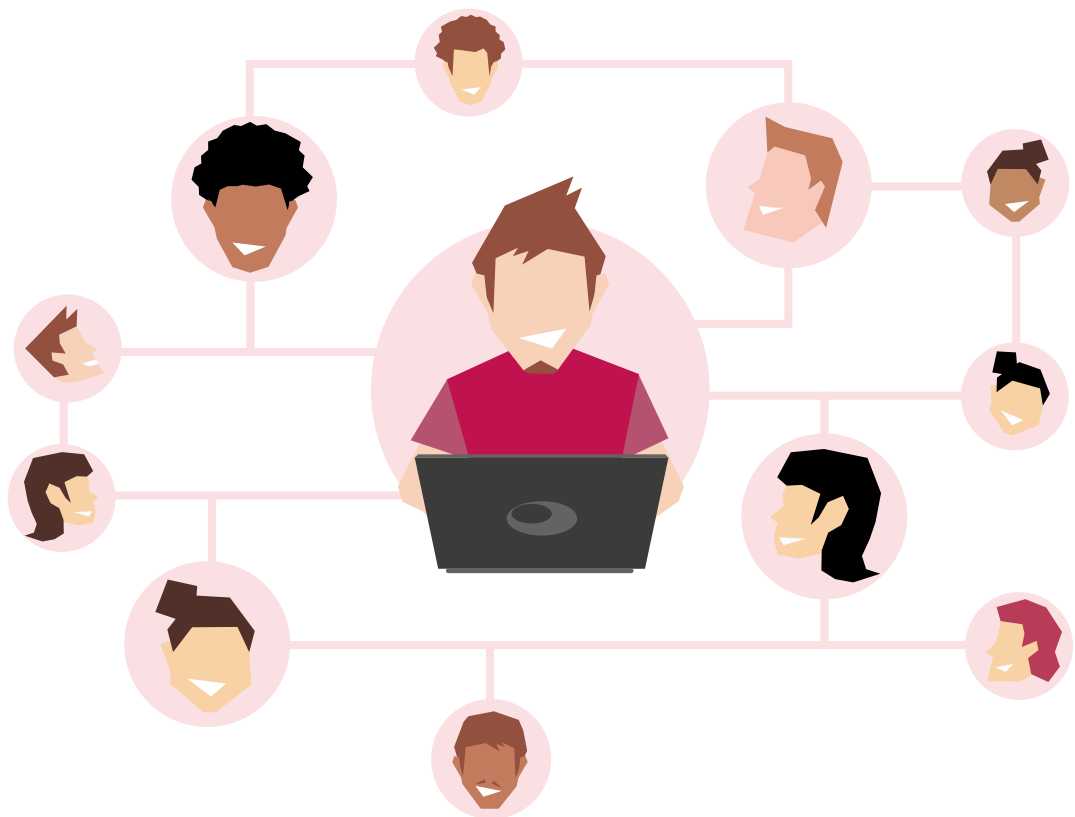


**TURKU AMK** 

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# Getting to Grips with Digital Networks

– Digital Networking Handbook  
for Counselling Professionals

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Course Material from Turku University of Applied Sciences 154

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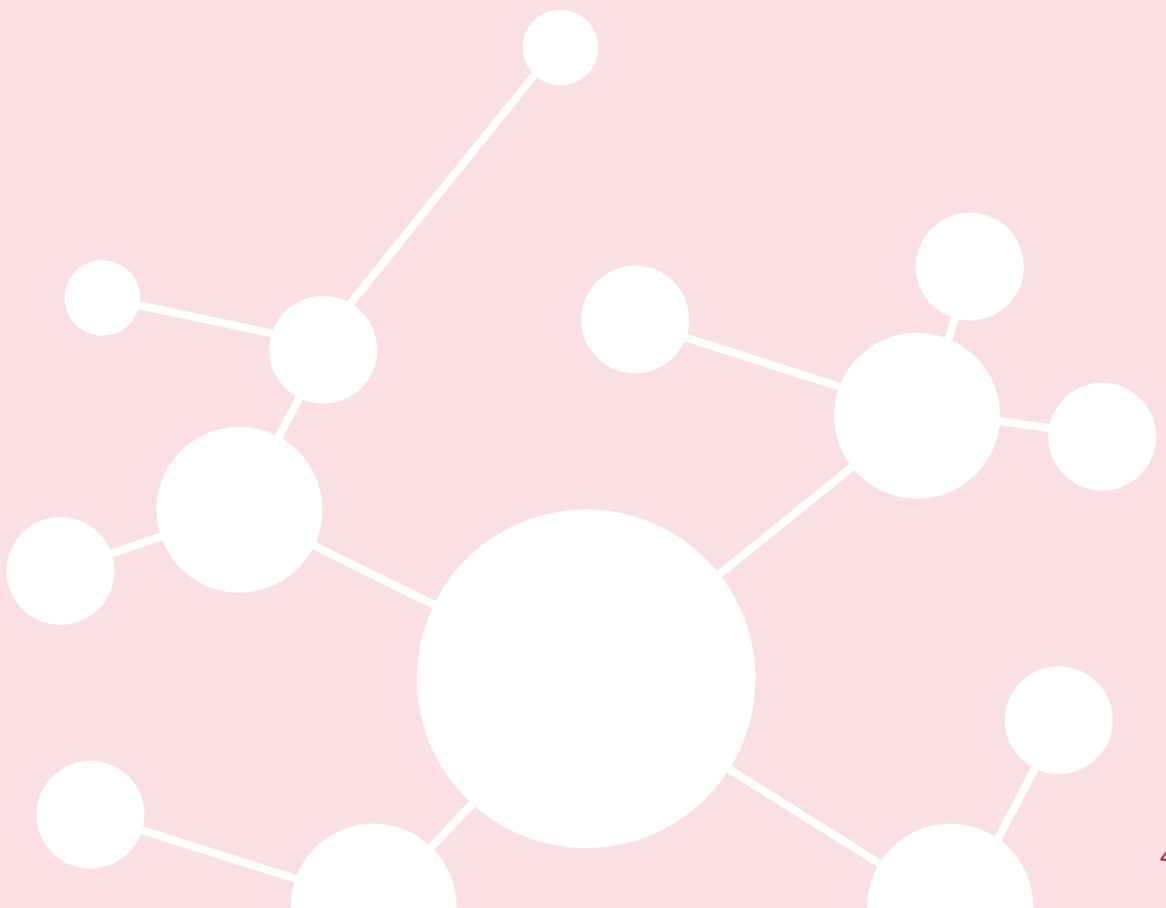
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## Foreword

Clients of employment and career services often have many questions and needs. Counselling requires a comprehensive examination of the client's situation. Networking is not always the most important or demanding area of attention, as other topics could take precedence. However, networking—also in a digital form—is an important step for some clients in their transition to working life or the development of their career path.

Highly educated clients in particular benefit from networking. They also often have the digital skills that enable them to promote their digital networks and enhance their visibility in, for example, social media and remote events. However, clients with an immigrant background often need cultural support, advice and tips on how to operate in Finland. In this respect, counselling professionals play an important role. We hope that the practical approach and concrete tips of this handbook will help you in counselling different clients about digital networking.

The entire DigiMESH project team wishes you successful and interesting encounters with your clients!



# 1. Networking – what is it and why is it done?

Simply put, networking means **creating and maintaining relationships**. When discussing the topic, attention is often focused on getting to know new people, even though contact with people you already know is at least just as important. They know your competences and may be able to introduce you to new people or tip you about jobs in their own networks.

The creation of a network is a long-term endeavour, as networks are not built in a moment or without effort. It requires an active and social approach to life.

**Reciprocity** is also important in networking: you have to give as much as you get. Help people in your network wherever you can.

To facilitate understanding of networking, the MESH project (ESF) has created a “Steps to network” model, which describes networking through seven interrelated steps. It is essential that networking is **goal-oriented, planned and continuous**. The model can be found online on the project’s website:

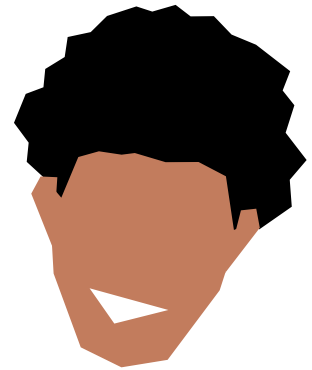
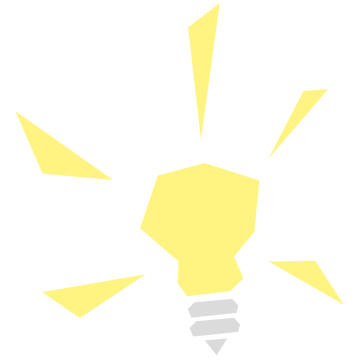
<https://www.tuni.fi/en/about-us/mesh-employing-immigrants-networks-and-mentoring>.

## Why is networking important?

Today, only about a quarter of Finns are employed by responding to public job advertisements. This means that **the majority of jobs are acquired through networks**. Professionals engaged in counselling work should discuss networks with their clients and encourage them to network.

In a small country like Finland, “circles” are usually small, and professionals in the same field usually know each other, at least if they operate in the same area. This has both good and bad sides. In small networks, reputation is important because information and gossip can spread easily. On the other hand, once you get started, you can get to know professionals in the same field quickly, which can be useful for work, job search and career development.

However, the importance of networking is not limited to job seeking, but networks are increasingly needed also in working life and professional development. Work is carried out and developed together, which means that cooperation and social skills are constantly needed. Cooperation can make work more rewarding and enrich it.



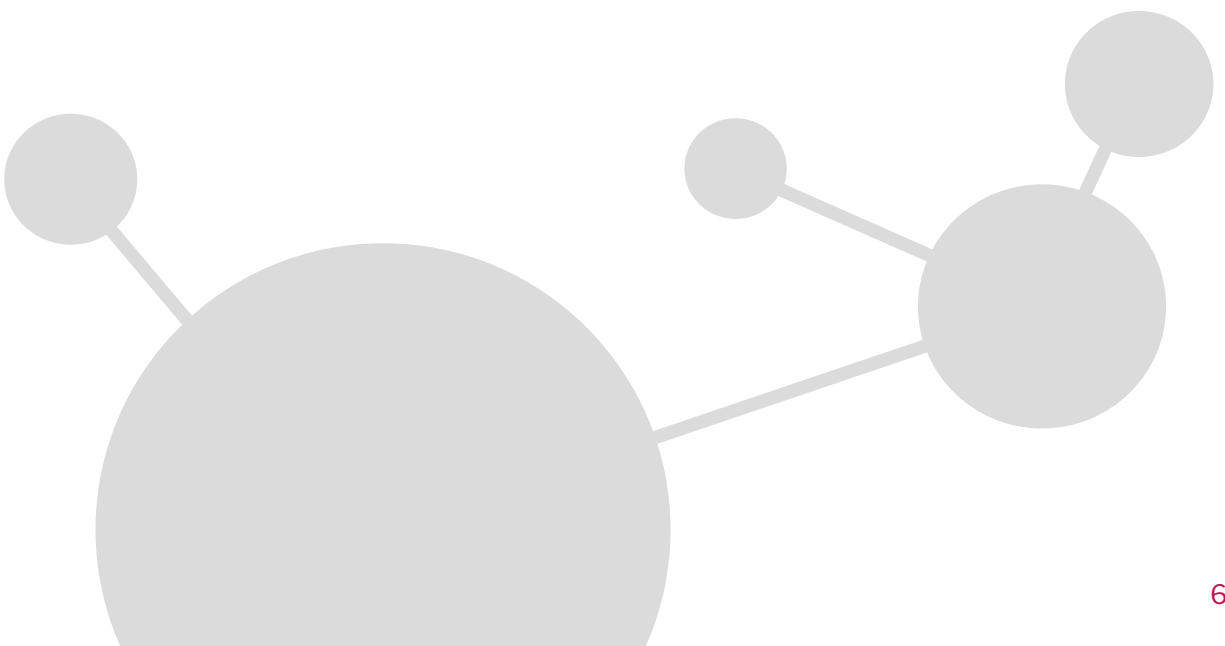
### **By networking, a client can:**

- find a job
- get help with professional challenges
- share their expertise and benefit from others' expertise
- follow interesting sectors and companies
- find new operating ideas
- conveniently acquire relevant information
- influence social issues
- share and improve ideas
- learn new things
- help and benefit others as well.

Networking should be started as early as possible. For example, immigrants can start building local networks on digital platforms before moving to Finland. Networks may support and enhance integration, language learning and access to working life.

Read practical networking tips here (in Finnish and English):

<https://mesh.turkuamk.fi/arkisto/vinkit/index.html>



## 2. What is digital networking?

Digitalisation makes networking easier than it has ever been before. Internet and social media support and enhance networking, and various remote events also provide an opportunity to get to know new people.

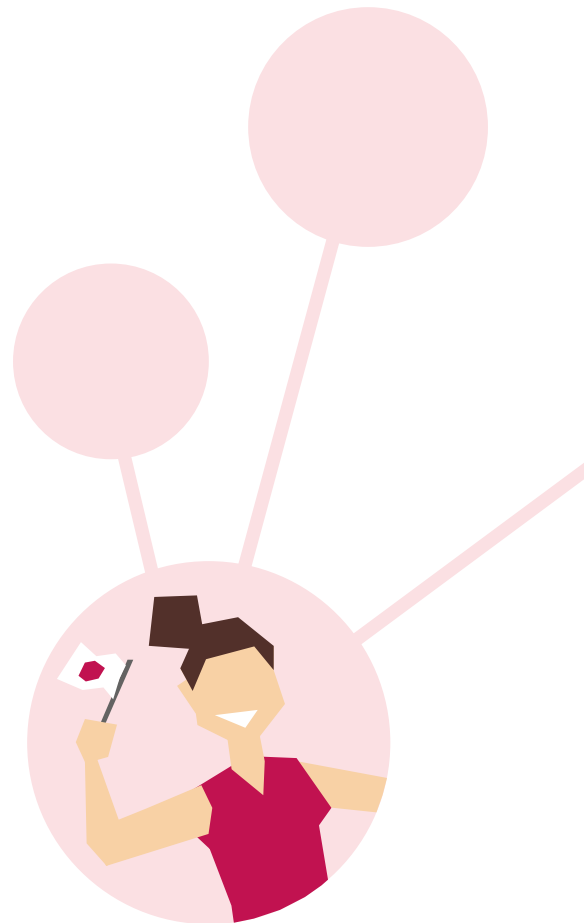
Digital networking works on the same principles as traditional networking. However, there are a few things that should be considered.

### A tip!

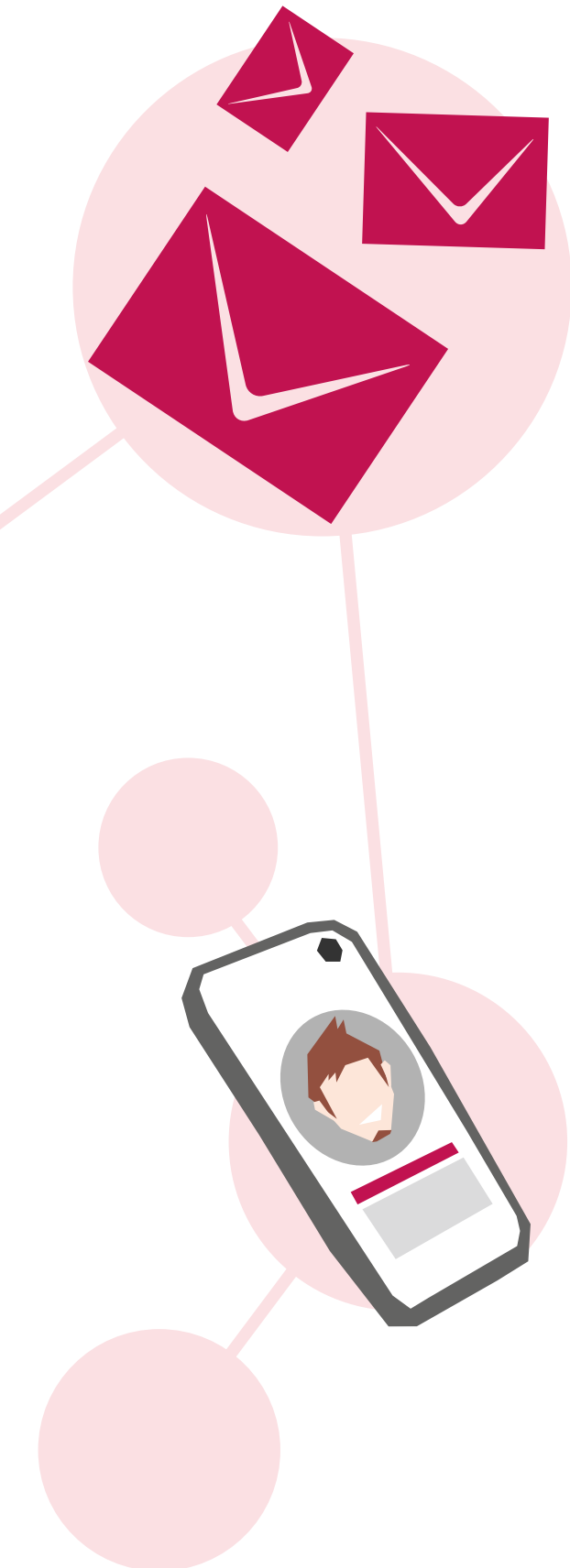
Read our blog post on the topic:  
<https://digimesh.turkuamk.fi/en/blogs/digital-networking/>

### Benefits of digital networking

1. Convenience, speed and affordability: digital networking can be done from home or anywhere without the need to travel. Remote events are often free of charge.
2. Low threshold for participation: remote networking can be easier for introverts and those who have difficulties in starting a conversation with strangers. Social pressure is lower, and you can plan what you have to say in advance.
3. Internationality: opportunities are not limited to physically close events or people.
4. Broader opportunities: The Web provides better opportunities to find the people and organisations you want to connect with.
5. Equality: many social media networks are accessible even if you do not have any references or a suitable professional background.







## Challenges of digital networking

1. The downside of ease: sending a contact request or message is easy, but so is removing or ignoring it.
2. Slow building of digital networks: building trust takes longer than when meeting face-to-face.
3. Information overload: important messages or event invitations may be missed or accidentally deleted.
4. Getting scammed: using false identities is easy and unfortunately common online.
5. A lack of interaction: if face-to-face interaction remains limited, it may raise the threshold for getting to know new people and reduce the skills needed for traditional interaction.
6. Application management and devices: digital networking requires sufficient digital competence and managing new applications and tools.
7. A lack of language skills: a lack of language skills may pose challenges to interaction, especially in remote events.

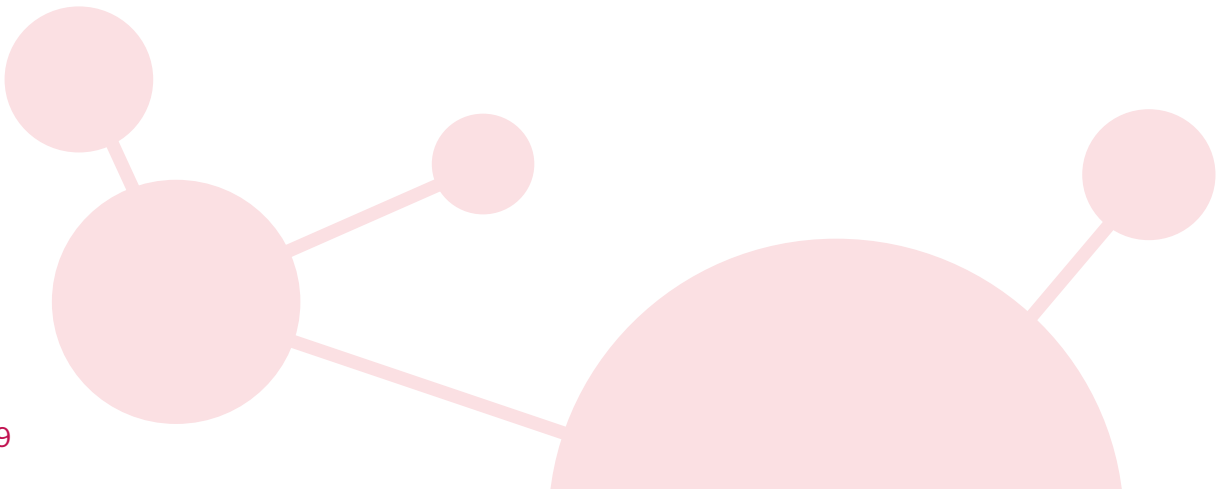
# 3. Taking clients' differences into account

When counselling customers in career and employment matters, digital networks and networking are often dealt with as part of job seeking and career development. If a client does not bring up networking themselves, the counsellor should do it.

Professionals counselling immigrants continually come across a wide range of cultural, language and integration issues. Different cultures have different social rules and ways of interacting with people, which also extends to digital networking, job seeking and career development. For this reason, discussing the topic may sometimes be challenging. The following section focuses on phenomena that a counsellor should consider when supporting clients from different cultural backgrounds.

Everyone approaches networking from the point of view of their **own personality**. Everyone is not a natural at networking and getting to know new people, which is why it may feel very difficult and be seen as a “necessary evil”. It is important that everyone can network in a way that feels natural to them. A counsellor can support their clients in strengthening their self-knowledge so that they can find their own way of networking. Networking should be approached through your own strengths. For example, a quiet person can let others do most of the talking, or a person who naturally collects a lot of information can share information further.

The most important thing is to remember that networking is possible for everyone, and everyone is constantly networking as they meet new and old acquaintances.



## Phenomena related to cultural backgrounds and the integration process

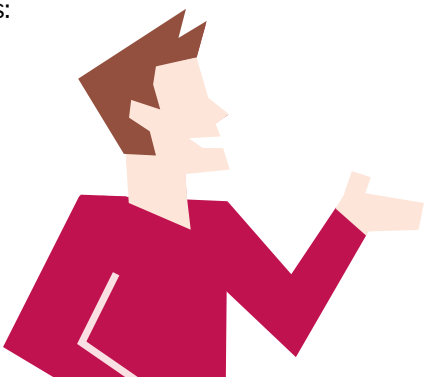
### Cultural sensitivity

In multicultural counselling work, both the client and the counsellor interpret reality through language and culture. Cultural sensitivity is defined as sensitivity and readiness to encounter another person with respect and appreciation while taking into account the effects of different backgrounds, religions, cultures, social statuses and languages.

### Checklist of a culturally sensitive counsellor:

- Try to put yourself in the position of an immigrant.
- Discuss the person's strengths and resources.
- Many self-evident things become uncertain when you settle in a new country.
- Share your knowledge of the new culture.
- Encourage to ask: what things raise questions in the client?
- Remind the client that adaptation takes time.

Help the client notice cultural differences related to, for example, these working life themes:



### In Finland:

- “Work me” and “private me” are separate.
- Working time and free time are separate.
- Respect others’ holidays and week-ends: do not contact them about work.
- Getting to know other people can be slow.
- Emails are not always answered right away—wait a few days before contacting the recipient again.
- Communication in emails, for example, is relatively relaxed and straightforward. Straightforward talk is not considered rude.
- A low hierarchy is typical for the Finnish working culture.
- Religion plays a relatively small role in the Finnish society. Therefore, there is not much talk of personal convictions in the workplace either.
- Recruitment processes can be slow.
- Both job seeking and workplaces require you to be active and take the initiative.
- It is also a good idea to pay attention to other cultural differences around you and consciously consider how to react to them and how to build a sense of community around you.

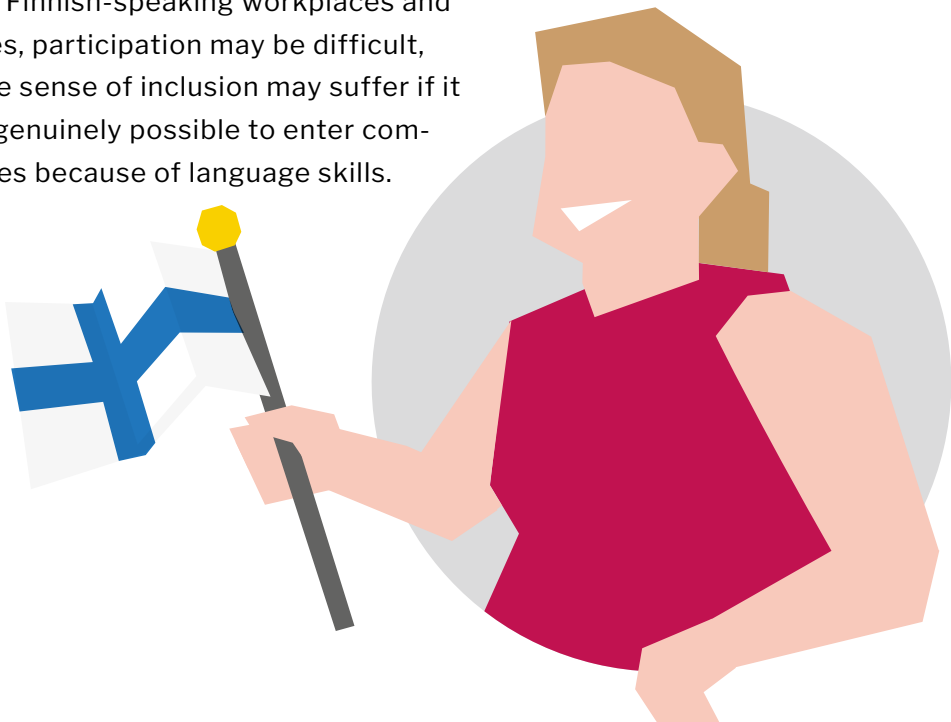
## Lack of Finnish language skills, obstacle to inclusion?

A lack of language skills may worry many immigrants, but it is important to remember that they can develop other aspects of their working lives at the same time as they increase their Finnish language proficiency. **Their Finnish does not need to be perfect before they start networking or looking for jobs.**

Many immigrants with other language skills may have a high threshold for studying Finnish. If their intention is to stay in the country for a longer period of time, Finnish language skills are beneficial and worth studying not only from the perspective of employment but also from the perspective of integration into society. In Finnish-speaking workplaces and hobbies, participation may be difficult, and the sense of inclusion may suffer if it is not genuinely possible to enter communities because of language skills.

### Tips for developing proficiency in the language of the field:

- webinars and events
- podcasts
- audio books
- Social media
- articles and blogs
- videos
- discussion groups
- volunteering
- Finnish acquaintances.

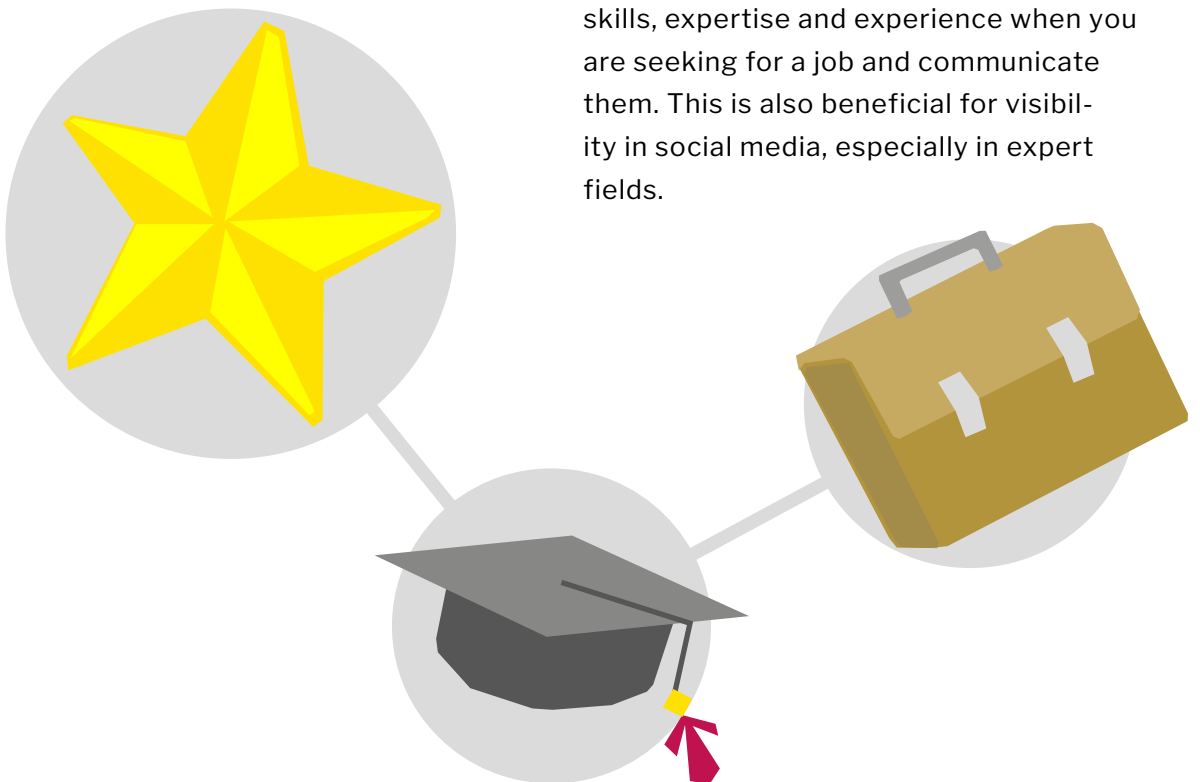


## Competence, career background and educational background

Immigrants may have a **professional identity** in a certain field as a result of their education and work experience in their home country, but their competence may not be sufficient in Finland, or it may not be recognised. In a situation where the immigrant's abilities and experience do not lead to immediate employment, the foundation of their identity is also undermined. If it is found after assessment that competence is not sufficient and must be supplemented, the person may feel that their professional identity is being questioned.

It is common in Finland to start working in assistive tasks. This may result in a counter-reaction in a person who already has previous professional experience in the field. It must be possible to explain the requirements and customs of Finnish working life in advance, and it is important to consider how prior competence is integrated into the Finnish working life.

The perception of competence and how it is communicated varies by culture. For example, standing out from the crowd is not considered a good thing in some countries. In Finland, however, it is important to be able to recognise your own skills, expertise and experience when you are seeking for a job and communicate them. This is also beneficial for visibility in social media, especially in expert fields.



## Occupational crisis

Immigrants' negative experiences of entering Finnish working life may lead to an **occupational crisis**. A lack of opportunities to participate and continuous disappointments are the main factors in the emergence of a professional identity crisis.

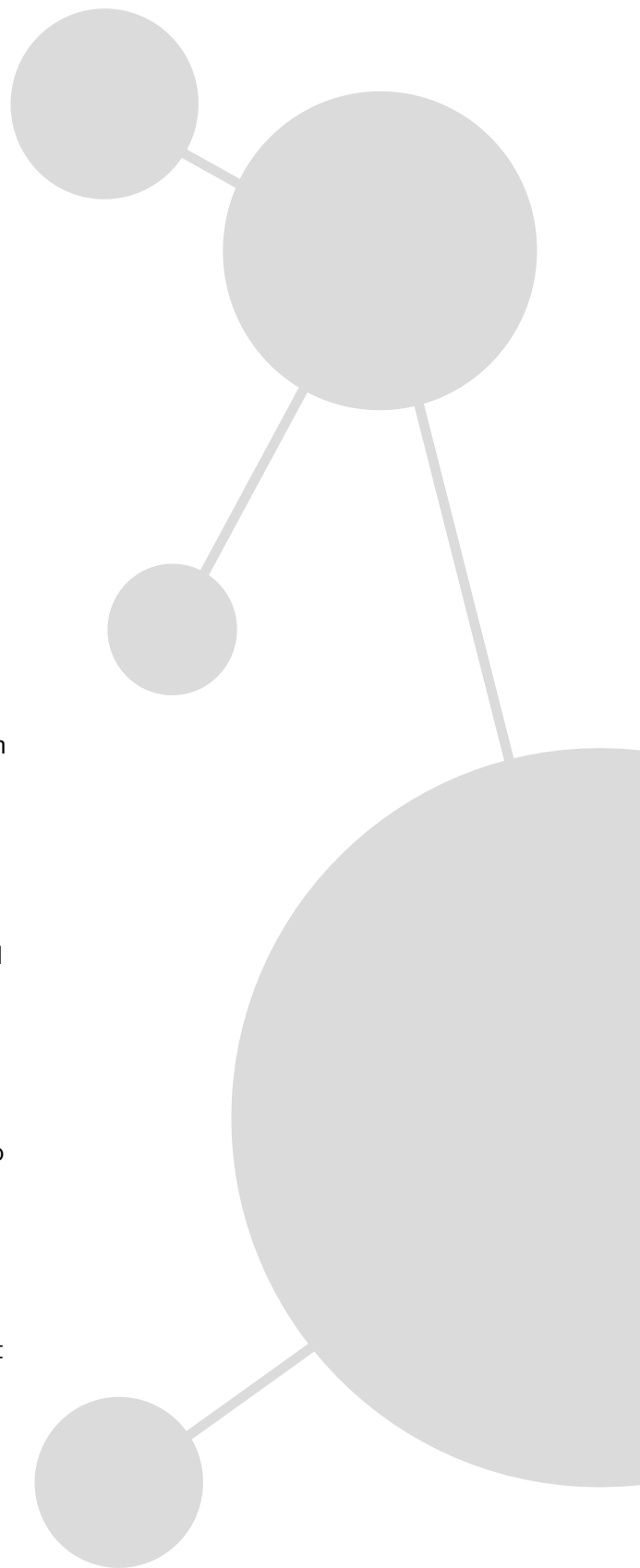
**If the professional identity suffers in a new country and leads to an occupational crisis, these questions may help in moving forward:**

- What is important to me in both professional and private life?
- What do I strive for? What do I want to commit to?
- What gives me feelings of success and enthusiasm? What would give more of these experiences?
- Would further education help? What kind of additional knowledge or new skills would help me right now?
- Fine-tuning the profession and professional thinking to suit the new culture. How were things in my former job, how are they in the new country? The pros and cons of the differences?



The counsellor can, together with the client, think about working in related fields or other fields in which the client's strengths could be utilised. For example, if the client has been a basic education teacher in their home country, would they be able to build a path towards employment as a teacher of early childhood education, counsellor or trainer in the private sector or in an organisation's HR services? The client can also be reminded that, depending on the field, it may also be difficult for native Finns to find work that corresponds to their education and that employment relationships may be for a fixed term.

Updating and checking the style of their CV and practising their elevator pitch may help in the threat of an occupational crisis: map the client's competence with them and ask them to list all their competences and strengths. You can also consider whether the identified skills and abilities could be further divided into smaller categories. What strengths differentiate the client from others? What should be highlighted in job applications or interviews? Make a brief summary of the client's competence, which the client can add to the beginning of their CV or their LinkedIn profile.



## 4. Attitude and motivation in networking

It is also important to consider the significance of the **attitude** in networking. According to a study by Harvard University, people are divided into those promoting networking and those preventing it based on their attitude. People who promote networking were interested in networking and curious about what opportunities it could bring. People with a preventing attitude, on the other hand, saw networking as a necessary evil and felt ungenune when networking, so they also did it less often.

Fortunately, an attitude can be changed. There is a big difference between thinking before a networking situation that you hate similar events or seeing it as an interesting opportunity that can give ideas and opportunities, or at least new experiences.

On the other hand, an empathetic attitude is also important. The beginning in a new country and culture is not easy. If a client with an immigrant background already has a higher education degree and perhaps even extensive experience from working life, it is frustrating if the acquired competence is not “sufficient”, it is not trusted or it cannot be utilised due to a lack of language skills or some other reason.

### Setting goals

Being goal-oriented is important in both networking and job seeking in general. It is easier to commit to an internal goal that you have set yourself than to an external one. **But how to guide the client to find their own goals?**





Setting goals requires self-knowledge:

- What is important to me?
- What do I want to achieve?
- How have I previously networked and how does this differ from it? What new skills do I need?
- What is the easiest first step?
- What kind of participation comes naturally to me and what requires effort?
- How can I turn the challenges I have now into resources?
- What is so big I cannot (yet) handle it?
- What is so small that I can start right away?
- What will I lose when I try?
- What will I achieve when I succeed?

People tend to underestimate their ability to do big things and, on the other hand, to overestimate their ability to do small things. So, make sure that little things get done.

The goals may, however, be vague and difficult to approach. The well-known SMART model, for instance, can be used to set achievable goals.

The achievement of the goals can be facilitated by setting **milestones and intermediate** tasks. The more concrete the goal, the easier it is to grasp it. Achieving milestones also increases motivation, as you can see your own progress.

You can set time limits for the goals. For example, what the client does within a month, three months, six months and a year. Time limits also make the goals concrete and encourage continuous work to achieve them.

Self-directed people search for and find solutions on their own initiative, but seeing alternatives may be difficult for some. Offer them and demonstrate the benefits of the activity. Networking does not necessarily give immediate rewards, but in the longer term, networks can be very helpful. Few of us have networks ready, and most of us must be active in creating them.

## Taking initiative and supporting it in job seeking

It is common in Finland to not even send an email to an unselected applicant, which may seem offensive and frustrating. The job seeker often thinks about the reason for falling out of the recruitment process. In this case, the client can be encouraged to request **feedback** from the person responsible for the recruitment. The counsellor can remind the client that job applications that lead to a rejection are opportunities too. It may be that the recruiter remembers the job seeker positively, which may later bear fruit.

In general, **taking initiative** in job seeking is considered a positive thing. Activeness and interest in a vacancy can be demonstrated by contacting the recruiter by calling, for instance. However, it is important that there is a good reason for contacting the recruiter. For example, the job seeker may ask more detailed questions about matters related to the vacancy that were not mentioned in the job advertisement. Unnecessary calls should be avoided, as they are a waste of time for the recruiter. The given contact times should also be observed.

Before contacting the employer and submitting a job application, the job seeker should familiarise **themselves with the employer in advance**, for example, on the employer's website. Research shows the applicant's interest and helps in building an insightful discussion.

In addition to job seeking, taking initiative is also appreciated and required in working life. One of the tasks of a counselling professional is to support **the client's internal motivation and agency**. However, each client has different capabilities for this.

Taking initiative and self-direction can be awakened through concrete tasks. Such tasks may include

- updating the social media profile
- drawing a network map
- getting to know different companies and employers
- participating in a networking event
- participation in social media groups.

## Handling disappointment and hardship

You have to tolerate disappointments in working life and job seeking when, for example, you fall out of the recruitment process or receive critical feedback. In some cases, expectations of the benefits of networking do not correspond to the reality in which getting to know people is slow and networking is a continuous process. Everyone must find their own ways of dealing with disappointments.

The counsellor can assist the client in accepting and handling disappointments and being rejected. Among other things, the counsellor can help by explaining that:

- It is nothing personal.
- Even if it is a matter of personal chemistry, it does not mean that the applicant is “a bad person”.
- General attitudes and the situation in the Finnish labour market and culture affect decisions.
- Despite the disappointment, you can learn from the experience.
- Depending on the field, finding employment may also be challenging for native Finns.
- Disappointment is a normal feeling, and you should not be frightened of it. It is not possible to overcome disappointment by just deciding so, but you should not dwell on the feeling either.

It is important for job seekers to have things other than job seeking in their lives: family, friends and meaningful hobbies bring joy at times of disappointment. It is important that they are not left alone with disappointments and that they have someone with whom they can talk about them and who can offer new perspectives to the job seekers' experiences.

It is essential to focus on **the learning experience and successes**, even small ones. These may include being picked for a job interview among all the applicants, the experience gained from the job interview, a successful job application or a positive experience of calling the recruiter.



# 5. Networking on social media – how and where?

Networking on social media may be the most essential part of remote networking. On social media, you can get to know people around the world, take care of your networks easily and reach a large number of people.

At first, it is a good idea to consider **the goals of the client’s networking** with them. Why do they want to network, and what kind of people they should get to know on social media? The goals help to select the right social media channels and are also important for maintaining motivation.

In social media networking, it is more useful to take good control of one or a few channels than to communicate shoddily in all. Networking can later be expanded to new platforms. A mind map may be helpful when considering channels. The client first marks their existing networks in the map, and then thinks about what kind of people they want to get to know and on which social media platforms they can find them.

**LinkedIn** is today’s most important channel for job seeking and creating and maintaining professional networks, so it is a good idea to encourage the client to put their LinkedIn profile in order.

## **In the LinkedIn profile, it is important to**

- tell about yourself and your goals
- tell what you are good at and why
- describe the kinds of people you want to network with
- have a good profile picture (preferably the same in all social media profiles)
- open profile to public and remember to tick the “open to new job opportunities” selection
- talk about your job seeking openly
- be honest
- ask for recommendations.



Once a profile has been created, it is important to be **active and maintain interaction**. To be noticed on social media, it is a good idea to share thoughts and news, ask for opinions and advice, offer help and participate in the discussion. You can start discussions yourself, both on your own social media wall and in different groups. You should also comment on other people's posts. Praising the original post will make its writer happy, but it is also worth considering whether there is something else to say on the subject, or a question or an opinion.

LinkedIn is useful for following companies that could potentially offer employment and people sharing information about jobs and for joining groups dealing with things of personal interest. You can contact people with a relatively low threshold at LinkedIn. If you send a contact request to a new person, it is a good idea to include a short message explaining who you are and why you want to network with them.

When networking on social media, it is important to keep in mind that you should not always choose quantity over quality. A large number of contacts is not necessarily essential, but what kind of relationships you have been able to build with the people in your network is. A contact request in LinkedIn is a good start, but it is also important to maintain networks by regularly communicating with your contacts.

Facebook and X (former Twitter) are also suitable channels for job seeking and networking. Facebook is a personal channel for many people in Finland, so you should not send friend requests to strangers. However, there are many good groups that support job seeking on Facebook, and interesting employers can also be followed there. It is useful to communicate your job seeking to both Facebook and other social media networks.

**X** is an open discussion platform where you can follow any person or company and start discussions with professionals in your field, for instance. You can also follow hashtags on X, such as #jobs and #recruitment. You can ask the client to think about and search for hashtags related to their own field.



These three channels are currently considered the most effective social media tools in job seeking in Finland. In addition to these, the client can also try other channels if they feel suitable for them and their field. Blogging about a topic of personal interest is also an option. Job seekers have recently started writing blogs about their own job search. Videos are getting increasingly popular, and it is easy to talk about your competence in them, so the client should familiarise themselves with YouTube or Vimeo, for example.

The client may wonder how they should act and behave on social media. There is no single answer to these questions. For this reason, it is a good idea to encourage them to read different practical articles and watch videos. These can be found by googling, for instance: finding a job in Finland, networking in Finland or social media in job seeking.

If the client does not want to use social media in job seeking for cultural or other reasons, it is advisable to discuss the reasons behind the decision with them. On the other hand, social media is not equally important in all sectors—for example, in the social welfare and health care sector, its use in job seeking has been moderate so far.

If the reason is concerns regarding privacy settings, it is worth reminding the client that in Finland, for example, the state does not utilise the information found on social media. The client should familiarise themselves with the settings of social media channels and make the profiles as public as they want. For example, a private LinkedIn profile is not very useful in job seeking, but you can also change the settings later after the application has become more familiar.

## Social media netiquette

Every time we use social media, we leave a digital footprint behind. During recruitment, employers may review the job seekers' LinkedIn profiles and use Google to find information about them. Although EU regulation provides that only data relevant to performance at work may be checked on social media, the practices are often different in reality. You can recommend the client to google their own name and remove the following:

- critique or mocking comments regarding work or coworkers
- other negative or critiquing comments
- content related to drugs and alcohol
- discriminating, impolite comments
- empty profiles.

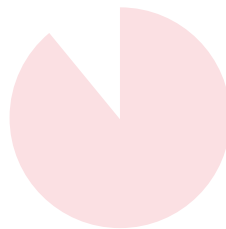
In the Finnish context, it is a good idea to avoid very opinionated and radical opinions on social media, unless you want to profile yourself through them. The circles are small in Finland, so raising the level of activity on social media even slightly is often enough to be noticed.

Being positively active and “rolling up your sleeves” are appreciated in Finland. It is better to highlight your competence through demonstrations rather than by writing praising posts of yourself. Being active brings visibility, but several long posts in one day may be too much. If the client expresses themselves and their opinions strongly, they should be prepared for the possibility of conflicting responses and critical feedback.

## Why does digital footprint concern you?



96% of recruiters use social media to find candidates



81% of employers screen freelancers



70% of employers research job candidates

Source: Content Stadium, 2022; Maurer, 2017; CareerBuilder, 2017.

# 6. Networking in remote events

Professionals counselling clients in employment and career services should discuss the expansion and strengthening of networks also in various remote events.

For instance, the following questions can be used to approach the subject:

- Has the client participated in remote events? What kind of remote events?
- What are the benefits and challenges of remote events?
- Has the client gotten to know new people at a remote event? Or could they get to know new people?
- How can you prepare for and participate in remote events?
- How can the client influence their own networking opportunities at remote events?
- What is the significance of the attitude in networking at remote events?

## What is a remote event?

A remote event has many names: an online event, a virtual event, a webinar, a digital event. Yet, all of these refer to the same thing. At its simplest, a remote event is an online event. It can be a small-scale event organised on the Zoom

platform, for example, or a large-scale event organised on a special event platform. Remote events can be activating and interactive, using features such as votes, surveys, chats and group discussions to increase participation.

## Benefits of remote events

It is easy to participate in remote events, but active participation and networking are often found to be difficult and in a minor role in them. But it does not have to be that way.

It is also the participant's own choice how they decide to participate in a remote event.

Especially in expert work, visibility to your own personal brand is useful. Remote events are an excellent way to increase visibility in your field. The same people often participate in similar events. That is why visibility is likely to improve with repeated participation.



The first contact is easy to make in a digital environment, such as social media or a remote event. People can be contacted with a low threshold, and discussions can be had in the event chat or small group discussions. It will also be easier to contact a slightly more familiar person again in the future and invite them out for coffee, for instance. Finns may be slowly warming compared to many other cultures.

### Difficulties in participation

On the other hand, it may be difficult to get to know new people and network at a remote event. Even in an interactive event, natural discussion is different from face-to-face discussion, and some forms of non-verbal communication are excluded from online communication. The threshold for taking the floor in a webinar, for example, may also seem high, and it is easy to remain a passive spectator in the background.

The purpose of remote events is not usually to create deeper relationships, but to create new acquaintances and to share or produce information together.

**Tip:** Discuss the possibility of the client participating in remote events. Why, why not? How can potential obstacles be removed?

### Pros

- + defining participation activity
- + meeting people you would not otherwise meet
- + increasing visibility easily
- + making first contact
- + getting to know people and current trends in your field
- + obtaining and sharing up-to-date information
- + opportunity to ask for more information.

### Cons

- networking may not feel natural
- participation requires devices
- a lack of language skills may become an obstacle

## Participation in remote events

Remote events involve many things that may seem self-evident but are anything but. Clients in employment and career services may have very different skills and capabilities. In principle, a remote event is often a few clicks away, but in practice, preparation and active participation are particularly beneficial from the perspective of networking.

### Before the event

Remote events are easy in the regard that they do not require much preparation. However, these things are important to remember.

#### 1. Registration

You must remember to register for remote events. In Finland, it is rarely possible to participate in remote events without registering.

Especially in small events, the organiser may go through the registrations separately, in which case it is a good idea for the client to think about **what kind of impression they are giving of themselves** already at the registration stage. Venting your own bad mood and frustration caused by unemployment, for instance, in the organiser's registration form does not make a good impression. It is worth remembering that people working in the same city in Finland usually learn to know each other.

### Remember the following:

- Ensure that your computer's video and audio are working.
- Take care of good lighting, natural light is the best light.
- Position the camera at eye level.
- Make sure that the background is clean and peaceful.
- Try the video application before the event to make sure it works properly.
- Join the event with the microphone on silent, unless otherwise instructed.

## 2. Preparation

The client can prepare for a remote event like they would for a face-to-face event. The basic principles are the same in both cases.

### Practice introducing yourself

At remote events, participants are often asked to introduce themselves in, for example, the chat. In practice, the introduction can be a few sentences long. At smaller events, participants can also introduce themselves orally, in which case it is important that the person is able to introduce themselves briefly and concisely.

- Think about what you want to tell about yourself
- The introduction includes:
  - Who are you?
  - What is your field of work/study?
  - interest in networking and getting to know people
  - a link to your LinkedIn profile, if available (can be shared in the chat).

## Research and acquire information

Remote events can be attended without any knowledge of the topic or speakers, but in this case the benefits they offer may be limited. The best thing to do is to research the speakers and companies involved and the topic of the event. You can learn more about the topic and participants by visiting, for example, the participating company's website and the speakers' blogs and LinkedIn profiles or by googling the topic with a few keywords.

*A career counsellor's task is to encourage their client to do research, but ultimately the client is responsible for it.*

## During the event

To make the most of networking in remote events, it is important for the client to be active. However, many people may wonder about how to act, what to say and how to behave. **The etiquette is often culturally bound**, and a client who has moved to Finland from elsewhere may have a different idea of suitable behaviour than what is accepted in Finland.

## Communication and etiquette

Interaction with other participants, speakers and organisers is at the core of everything. **You can only network through interaction.**



At remote events, you should introduce yourself boldly and as early as possible. The introduction should be short and concise, so avoid giving a prolonged and detailed overview of your CV. Finns value efficiency. It is also a good idea to maintain a positive way of discussing matters.

**A tip!** Use the camera when speaking and enter your full name in the participant profile. This way you will be better remembered.

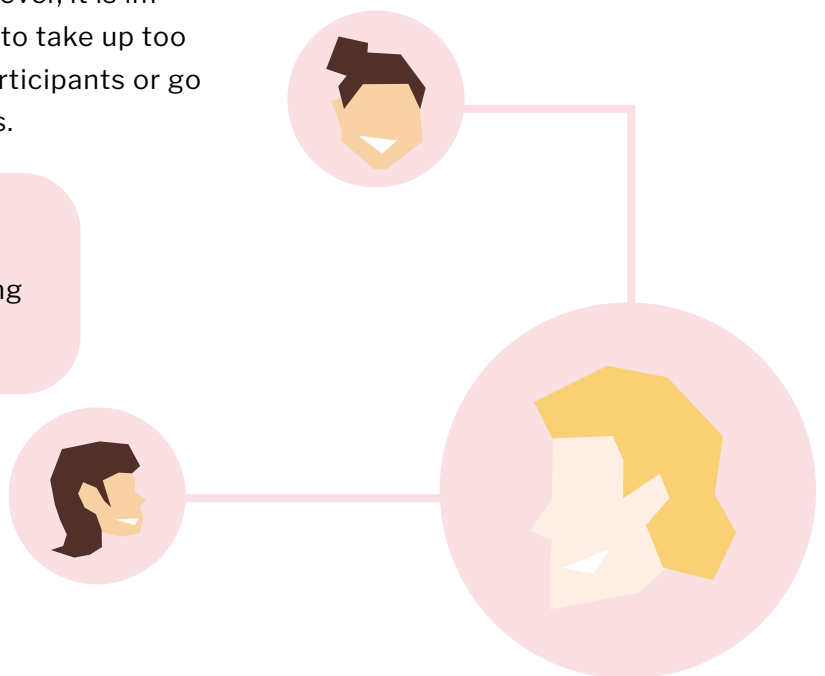
**Being active** throughout a remote event is important. This is how you create visibility and show interest, which usually gives a positive impression. You can be active by asking questions and making relevant comments. However, it is important to be careful not to take up too much time from other participants or go into too long monologues.

**Remember this:**  
Be active, but avoid long monologues!

In Finland, political and religious statements or other controversial issues are not part of events unless they are related to the content of the event itself. Religious speech is also avoided, such as saying “God bless you”.

In many respects, good culturally aware interaction skills usually guarantee success. Even if you have a strong opinion, debates are not very common in Finland, especially in one-off remote events.

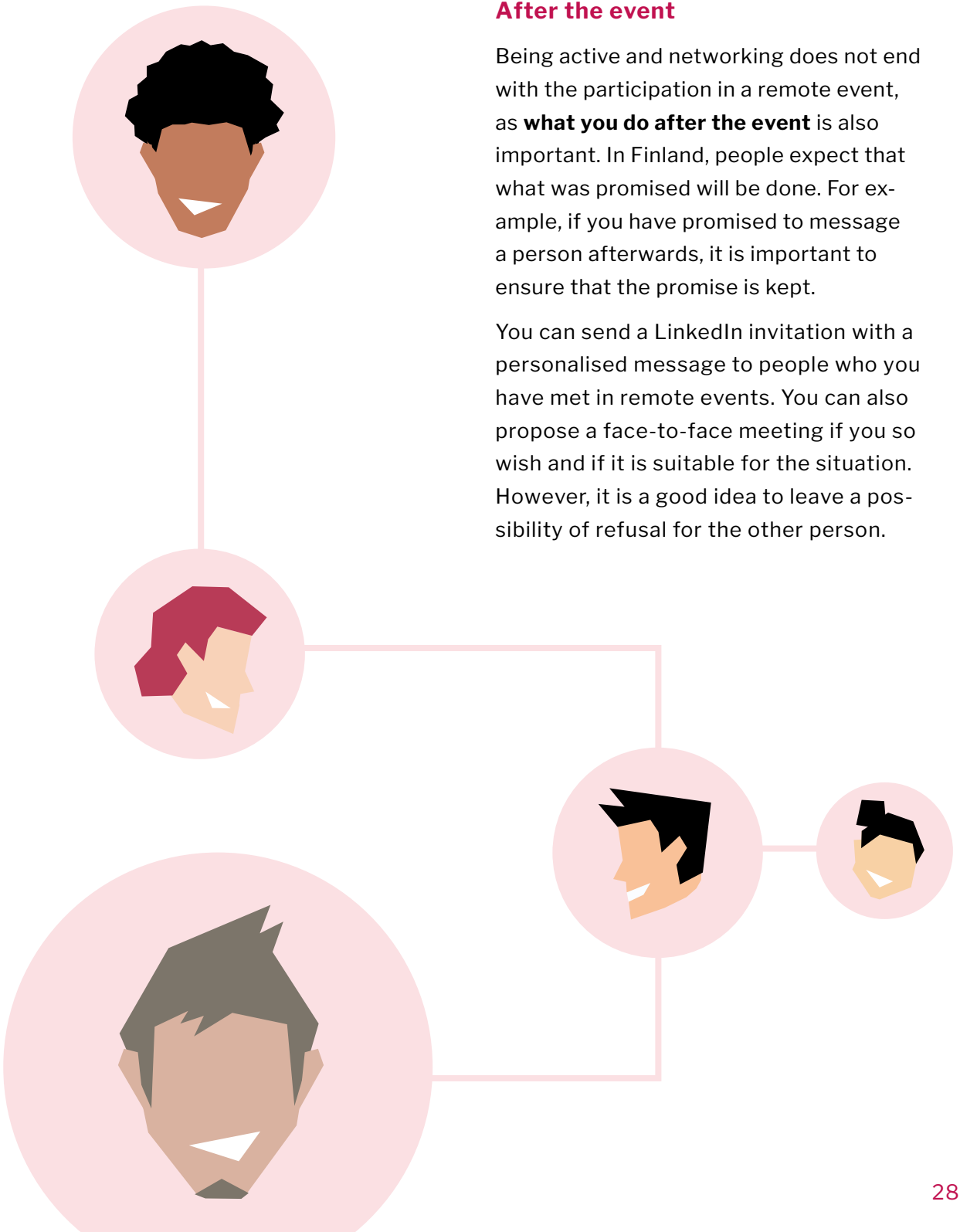
If you have prepared for a remote event by familiarising yourself with, for instance, the topic or the speakers, you should bring it up with subtlety. Discussion becomes more fruitful if you can rely on facts and research data. This is particularly the case in expert fields.



## After the event

Being active and networking does not end with the participation in a remote event, as **what you do after the event** is also important. In Finland, people expect that what was promised will be done. For example, if you have promised to message a person afterwards, it is important to ensure that the promise is kept.

You can send a LinkedIn invitation with a personalised message to people who you have met in remote events. You can also propose a face-to-face meeting if you so wish and if it is suitable for the situation. However, it is a good idea to leave a possibility of refusal for the other person.



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