



# PROFESSIONAL CORRESPONDENCE

wm.edu/career

## Networking Outreach

- Serves as first point of contact through a LinkedIn connection, family or friend referral, or organization website
- If possible, establish “common ground” or a point of familiarity with the recipient
- Keep the message brief and to the point
  - Give your reason for contact and clear action steps
- The intent is to open the conversation; you can get more specific over the phone, video, or in-person
- Be aware of grammar, spelling, and professional tone
- If you do not receive a response within 1-2 weeks, it’s ok to send another message
- Maintain communication over time – share professional development updates, interesting articles, etc.

### **Sample: Initial Outreach**

Have not established a first name basis

Dear Ms. Evans, *OR* Dear Sarah Evans,

If you know preferred gender, you can use Ms./Mr. – if not, use person’s full name

I am a junior at William & Mary with an interest in wildlife conservation and education and was excited to see your position of Marketing Director at the Indianapolis Zoo on your LinkedIn profile.

I wanted to reach out to a William & Mary alum in this field and was hoping you could provide me with some advice and information. My experience at the Heritage Humane Society has sparked my desire to seek an internship at a zoo this summer. I know this field is competitive, and want to best prepare myself as an applicant. Public outreach is an interest of mine, and I was impressed by the variety of programs in place through your department. Is it possible to schedule a brief (30 minutes) phone meeting with you to learn more about the organization and your career path? I am available Monday and Wednesday evenings after 5:00pm and Thursdays at 12:00pm, and can be flexible for other options if those times don’t work for you.

Thank you for your time and consideration.

Rebecca Greengold

### **Sample: Staying in Touch**

Hi Susan,

Have established a first name basis

I hope you are well and enjoying the beautiful fall colors. During our conversation over the summer, we discussed my volunteer position at the Heritage Human Society and the events we were planning. I am happy to report that all three were successful! I further developed my photography and graphic design skills with the “Tails on the Trail” and “Drool in the Pool” events, and enjoyed vlogging for the “Animal Camp” program. You can see the event highlights at [www.heritagehs.org/events](http://www.heritagehs.org/events). I’m looking forward to my junior year at William & Mary and hope we’ll continue to stay in touch.

Have a great day!

Rebecca

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## Sample: LinkedIn Message (300-character limit)

*My name is Todd and I'm a senior economics major at W&M. Your professional background mirrors some of my own goals in finance. I'd greatly appreciate it if you'd be willing to set up a time for a short chat via Zoom or phone so I can learn more about your background and advice for a new W&M grad.*

## Thank You Message

- It's good etiquette to send a thank you to anybody who takes the time to provide advice or other information to assist you in your career development
- Remember, a thank you goes a long way and can be a determining factor for the employer!
- Be bold; tell them you want the position and look forward to being a part of their team
- Send after an interview (job or internship), preferably within 48 hours
- Can be emailed or hand-written (use email if timeline is sensitive)
- Send a tailored message to each interviewer, if possible
- Reiterate interest and fit for the position
- Include a specific item/topic discussed during the interview
- Offer additional information and/or materials if needed

Sample:

Have not established a first name basis

Dear Ms. Jones, *OR* Lisa Jones,

Thank you for the opportunity to interview for the Communications Coordinator position at the National Zoo. I enjoyed learning about the vision for the position and how it fits with the Zoo's overall mission.

I was especially excited about the new public outreach initiative involving various social media channels, including the "Connect With Your Zoo" campaign. My marketing experience with the Indianapolis Zoo matches well with the desired skills you are seeking, and my time as a student athlete has prepared me for the fast-paced environment of the Zoo's communication department.

I am enthusiastic about this position and the opportunity to join and contribute to your team. Please let me know if you need any additional information or have any other questions.

Sincerely,

Rebecca Greengold