

Husky Treks 2.0: *The Virtual Experience*



In order to get the most out of your virtual trek, you will want to prepare by researching the company, industry and field, formulating questions to ask, and following up to nurture the connections you have made. Here are some tips to help you get ready:

Research

- **Visit the company website.** Review the organization's mission statement and history, products and services and management as well as the company culture.
- **Browse social media.** . Check the company's LinkedIn, Facebook, Google+, Instagram and Twitter. Review the LinkedIn profiles of those who work there and see who you are connected to. Consider reaching out to your connections to learn more about the organization.
- **Use Google and Google News.** Read what others are saying about the company and its competitors and gain insights into the industry.
- **Utilize the resources on the Career Design website.** Learn about specific career paths in the field by viewing the Career Guides <https://www.northeastern.edu/careers/guides/> and Vocational Biographies <https://www.vocbio.com/membership-login/> username: NEUniv; password: RAZDE

Ask Questions

- **Ask relevant, informed and open-ended questions!** This is your opportunity to learn about the industry and to get advice and suggestions, while also impressing your new contacts.
- **Have 1-2 questions ready to ask** when appropriate.
- **Ask for their contact information** so you can follow up, if appropriate.

Sample Questions

- Can you describe a typical work day or work week?
- What part of your job do you find most satisfying/challenging?
- What abilities or personal qualities do you believe contribute most to success in this field?
- What was your major? How has that helped you in this field?
- What is the typical career path in this field?
- How did you get your present job?
- Can you tell me about typical entry-level opportunities in this field?
- What advice would you give to someone who's interested in this field?
- Are there any professional associations and/or journals that you would recommend?
- Would you mind if I connected with you on LinkedIn?

Follow Up

- **Send a thank you email within 24 hours** to any contacts for whom you have an email address. If it would be helpful, ask them if they'd be willing to do an informational interview with you.

Keep In Touch

- **Send a personalized request** to connect on LinkedIn.
- **Circle back periodically** to inform them if you've completed any relevant research or academic projects.