Professional Communication

Whether you are submitting an application for a position or developing a networking contact online, all of your communication needs to be done with professionalism. Employers are evaluating your communication skills with every piece of correspondence, so be sure they will get a good impression.

Many of your connections with professionals will be done through electronic media. In online correspondence it is important to follow the same basic guidelines as you would in any other formal style of communication. Below are some examples.

**Networking Through Email**

<table>
<thead>
<tr>
<th>Subject: Request to Connect from a KU Student</th>
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</thead>
</table>
| Dear Mr. Budig:  
Dr. Studia, professor of sociology at the University of Kansas, suggested that I contact you. As a fellow Jayhawk, she felt you might be willing to visit with me about my career path.  
I am a junior at KU, majoring in sociology, and am currently exploring career options. Your background in human rights work and your leadership in nonprofit organizations are both very interesting to me. I would like to learn more about what it’s like to work for a nonprofit, and was hoping you might be willing to give me advice on how to prepare myself for this career path.  
Would you be willing to visit with me briefly about your experiences? I’m available between December 5 and January 10 and would be happy to connect through email, on the phone, or in person.  
Sincerely,  
Jay Hawk  
jhawk@ku.edu  
555-555-5555 |

<table>
<thead>
<tr>
<th>Subject: Informational Interview Request from Jay Hawk</th>
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</thead>
</table>
| Dear Ms. Ellsworth:  
Dr. Studia, professor of sociology at the University of Kansas, suggested that I contact you. As a fellow Jayhawk, she felt you might be willing to visit with me about my career path.  
I am a junior at KU, majoring in sociology, and am currently exploring career options. Your background in human rights work and your leadership in nonprofit organizations are both very interesting to me. I would like to learn more about what it’s like to work for a nonprofit, and was hoping you might be willing to give me advice on how to prepare myself for this career path.  
Would you be willing to visit with me briefly about your experiences? I’m available between December 5 and January 10 and would be happy to connect through email, on the phone, or in person.  
Sincerely,  
Jay Hawk  
jhawk@ku.edu  
555-555-5555 |

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<th>Subject: Informational Interview Request from Jay Hawk</th>
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</thead>
</table>
| Dear Mr. Budig:  
I am currently a junior finance student at the University of Kansas and am interested in learning more about careers in the finance industry. After a class discussion and personal research, one particular career that has sparked my interest is financial advising.  
Would you be willing to take 20 to 30 minutes out of your day to provide me with advice and expertise based on your experiences in this field? I am available on Monday and Friday afternoons through the next four weeks. If this is a possibility, please email me back or contact me at 555-555-5555. Thank you for your time!  
Sincerely,  
Jay Hawk  
jhawk@ku.edu  
555-555-5555 |
Job Prospecting Through Email

**LinkedIn Invitation to Connect Message**
(Someone you've never met)

**LinkedIn Invitation to Connect Message**
(Someone already known to you)

**Networking Introduction Through Social Media Messaging**

**TIPS FOR ONLINE PROFESSIONAL COMMUNICATION**

**DO**

- Spell check ALL written communication.
- Proofread electronic messages just as thoroughly as you would printed documents.
- Use a subject line in ALL emails such as “Application for Marketing Internship”.
- Be respectful of the person you are contacting; don’t ask for something they can’t provide.
- Use formal greetings and closings when possible.
- Create an email “signature” that includes all of your contact information.
- Use a formal greeting such as Mr./Ms. unless they have given you permission to call them by their first name or you know them well.

**DON’T**

- Use informal text shortcuts such as “ur” for “you are”.
- Use emoticons in any of your communication.
- Use an informal tone in your writing.
- Attach a resume in a request to connect, or in a request for an informational interview.