# Video Script

**Project: SME Video Data Analyst**

**Asset number:** 200351.26

**Title: Expert Viewpoints: Building Your Network**

**Length: 3:58** (7 minutes is the max)

**Video type:** Montage of clips from SME Interviews

Question #6: What makes a strong data science portfolio?

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| Scene | Duration | Script | Video/Graphic element | Captions |
| 0 | *00:00* |  | IBM SN Intro  with Title: **Expert Viewpoints: Building Your Network** |  |
| 1 | *0:12* | RECORD NARRATION: Welcome to Expert Viewpoints: Building Your Network.In this video, you’ll learn how to build a network of contacts that will help you find a great job and keep you professionally connected. |  | **Caption:** Learn how to build a network of contacts that will help you find a great job. |
| *2* | *0:48* | You can study all sorts of questions, you can practice interviewing, you can do all these technical challenges to help you prepare for an interview, but it’s, I found to be very difficult even getting your foot in the door and getting an interview without being able to network and to meet people and to get those connections. I think for me that’s been the most effective way of getting a position, it’s the way I got my position now through networking, finding someone at Mount Sinai because I used to do an internship here, and getting my resume put in front of my now boss, and you know, we struck up a conversation, we liked each other, and it didn’t really come down to all of those very technical interviews, it was all through that networking. | Filename: PXL\_20221231\_195101007.TS.mp4 File URL: https://ibm.box.com/s/oh5jv7lc1j65dqai7o389zaw3dnvf1mdhttps://ibm.box.com/s/wgpwe1bv1azlczlpxj039hitt6gbka9q  SME Name Caption: **Ben Muller**  SME Title Caption: Data Analyst, Mount Sinai Hospital  Start at: 6:12  Stop at: 7:00 | **Caption**: Networking can be a very effective way to make connections that lead to job interviews. |
| *3* | *0:36* | Networking is actually fairly important when you're trying to become a data analyst. And this feels, you know, almost insurmountable at the beginning. But I think one of the best things you can do is just to go online, (1) go on to LinkedIn and start producing content. Whether that's creating posts, or creating videos, or anything that adds value to the community, that's what gets people's attention. And that honestly is a way that you'll have people coming to you rather than you having to go to them. And that takes time to develop. But that is a really fantastic way to add value, and then people reach out to you, and they create contacts with you, and you create connections that can lead to a job later down the road. | Filename: 200351.05 Alex Freberg.mp4  File URL: https://ibm.box.com/s/wgpwe1bv1azlczlpxj039hitt6gbka9q  SME Name Caption: **Alex Freberg**  SME Title Caption: **Data Analytics Manager**  Start at: 48:46  Stop at: 49:22 | **Header:**  How can you start meeting people online?   1. Create content that adds value to the community and post it to LinkedIn. |
| *4* | *1:50* | So a great way to start building a network is to get involved, especially social media. The World Wide Web is a great place to do that, right? There so many people on the Web right now. (2) So if you're on LinkedIn, follow hashtags: #analyst, #analytics, #data visualization, #data science.You will start to see the same people over and over again because the same people are always posting. (3) Post with them. Interact with their post, comment on them, the same way you would do on social media. How do you find a friend on social media? You may follow a hashtag or see something that you like, and you start commenting, and then you're creating a relationship with people. It works the exact same way in-person. You find something you have in common, and you roll with it. So that's how I find contacts online. (4) Also, we talk about volunteer experience and getting out there. Find these groups online so you could find women in data is one of the organizations that I'm part of and it's purely an online group of women that are interested in getting into data, and networking, and building relationships. You get out of it what you put into it like anything, right? So if you go out seeking to network with people, you're going to find people to network with. | Filename: IMG\_4807.MOV  File URL: [IMG\_4807.MOV | Powered by Box](https://app.box.com/file/1062293995314)  SME Name Caption: **Britney Lovette**  SME Title Caption: **Center Sales Manager, Advance America**  Start at: 17:40  Stop: 19:10 | 1. Follow topics and notice which people also post about your interests. 2. Interact with those people and create a relationship organically. 3. Join groups and volunteer. |
| *5* | *1:37* | What you want to do, especially nowadays, (1) you can go on LinkedIn and look for people who have similar… who are working at companies that you want to be at. In this virtual environment, we are still dealing with COVID, unfortunately, but in this environment, LinkedIn is your friend. (2) Go connect with every single person that you can. The people from school, the people you knew growing up, your mother, her friends. Everyone that you know. Because you never know where your next job opportunity may come from. It may be somebody that you… one of your mom's friends that works at a company now, and they're hiring. And once she puts a post on LinkedIn, by you being connected to them, you now see there's an opportunity, and you didn't even realize it. So you don't really know who you know until you put everybody in your network. (3) And then I would start to, not reach out, but start to connect with people that you admire. And the people that you feel like, the companies that you want to work at. Because right now, everyone is hiring. Everyone wants someone who's great. So if you are connected to these people, you're on, you're on the ground. As soon as a job posting goes up, you're almost the first person to know about it. And if you're connected to that person and you start to follow them, you can, you have almost like a connection. Hey, I'm following you on LinkedIn. When you do the interview, hey, I'm following you on LinkedIn. And I see that you have, you know, that you were doing this, this and this. I also am doing this. Or we're in the same group, or we know some of the same people. All of those are ways to connect to people and network in a new way. | Filename: IMG\_6387.MP4  File URL: https://ibm.box.com/s/hw493nyjixv3f7rupm6sv9y4eh1dxk0i  SME Name Caption: **Joye Smith**  SME Title Caption: **Principal, Premier Group services**  Start at: 1:41  Stop at: 3:18 | Header: What are some other tips for using LinkedIn effectively?   1. Look for people who work at companies you’re interested in. 2. Connect with everyone you can think of to expand your network. 3. Connect with people you admire. |
| *6* | *1:55* | I didn’t use to use LinkedIn, but I recently started and it has been an amazing tool for networking, for connecting people, for creating contacts. (4) My strategy, it’s not really much of a strategy, is every single person I meet and have some kind of a decent conversation with, I instantly look them up on LinkedIn and try to connect with them. Even if odds are you’re never going to see them or speak to them again, they’re in your network. Once they’re in your network, people are generally comfortable, you know, making connections for you. (5) So I know that I’m never going to work for this person I met, or he’s not going to be my manager or be able to get me a job, but he might work in a company where he knows someone who’ll be helpful for me, or he might have a friend who’s also a connection with him on LinkedIn. And I can see those mutual connections on LinkedIn, and when I google, when I google, when I search for LinkedIn for a specific company I’m interested in, so like GenenTech I’m looking, and I see all of these different hiring managers, and they all have a connection with someone that I know, I can then reach out to that person and say hey, do you mind introducing me to this person in your company, are you close with them? And more often than not they’re like yeah sure, it’s a quick LinkedIn message, like, we all kind of understand that we’re all trying to network and get better jobs, and so, you know, more than happy to do it, help someone out, why not? People generally want to help out. So, LinkedIn. LinkedIn and just try to make as many connections as you possibly can. It’s not, it’s not awkward, it’s not, people are not going to judge you if you just met them and you try to make a LinkedIn connection. People want to have connections on LinkedIn, so just go for it, put yourself out there. | Filename: PXL\_20221231\_195101007.TS.mp4 File URL: https://ibm.box.com/s/oh5jv7lc1j65dqai7o389zaw3dnvf1mdhttps://ibm.box.com/s/wgpwe1bv1azlczlpxj039hitt6gbka9q  SME Name Caption: **Ben Muller**  SME Title Caption: Data Analyst, Mount Sinai Hospital  Start at: 16:26  Stop at: 18:21 | 1. Look up acquaintances on LinkedIn and ask to connect. 2. Use your connections to extend your network and. |
| *7* |  |  | IBM SN Outro |  |