THE UNIVERSITY OF QUEENSLAND
AUSTRALIA
CREATE CHANGE

Worksheet

Professional branding and networking strategy

Having a clear understanding of your personal value proposition (also referred to as your professional brand) and developing strategies to connect and network with industry, is vital when carving out your career pathway. This worksheet has been designed to walk you through the process of developing and/or refining your professional branding and networking strategy to set you up for success.

Step 1: Consider your networking platforms

a) Cross out the platforms which are not useful for connecting and networking with industry.



b) Write down the platforms that are used where you work/study/train for the purposes of networking.

You can use examples from the list above or add other platforms that do not appear above.

c) Write down which platforms *you* have used to network professionally.

You can use examples from the list above or add other platforms that do not appear above.

d) Choose two platforms that you would like to focus on and assess their suitability to your career development.

e) Based on the networking platforms you would like to focus on, write a list of individuals and/or possible organisations that you would like to get to connect with.

Individual's name	Organisation/role	Contact details (e.g. LinkedIn or email)

Step 2: Consider online versus in-person networking

As new technologies emerge that enable networking to take place online, many organisations have similarly developed online profiles to connect and engage with prospective talent. There are advantages and disadvantages of networking online and in-person. Read through the table below of advantages and disadvantages for networking in-person versus online. Thinking about this information will be useful to help you form a strategy.

	Advantages	Disadvantages
Online	**Accessibility** Being able to access LinkedIn or other platforms online can be a great way to develop initial contact with industry. **Convenience** The convenience of being able to log in to a platform from anywhere in the world is a key advantage to networking online. **Reach** Online, you can connect with people or organisations that are interstate or overseas. This could open the door to a broader client base or business connection for future collaborations.	**Relationship-building** It can be difficult (though not impossible) to foster strategic and long-term professional relationships with people purely through an online platform. It is recommended that you also consider reaching out to industry for a Zoom or Teams chat so that you can meet with them.
In-person	**Impact** When you meet someone in-person, you are more likely to remember the experience - you will remember details about the person, their attitude and how you feel about them. When you are online, you are just one in a digital sea of many, but in person you can stand out and **make a real impression**. **Authenticity** It is easy for things to get misinterpreted online. Jokes and sarcasm can be misread through a screen. When you are speaking with someone face to face, it is much easier to ready body language and sense their authenticity.	**Time** A challenge to networking in-person can be balancing the time it takes to research and attend the event versus balancing your other commitments. **Cost** Networking events are not always free and the costs involved in getting to and from these events often makes it challenging or not possible to attend.

Reflecting on the advantages and disadvantages of networking online and in-person, consider how you ideally want to network with the individuals or organisations you previously identified.

Below is an example of a table created for planning to engage and connect with industry..

Individual or organisation	Mode (e.g. online, in-person)	Timing	Things to prepare beforehand
Council on Foreign relations	Organisation within LinkedIn	Follow the organisation now	Review the types of roles that appear on the LinkedIn page
Attend a networking event at Employability Week	In-person at UQ, St Lucia campus	Thursday 10 March 2026, 6–8pm	Develop my elevator pitch Research the industry panellists that will be there and identify questions to ask them

Use the table below to help you identify the ways in which you want to engage and connect with industry this year.

Individual or organisation	Mode (e.g. online, in-person)	Timing	Things to prepare beforehand

For further details, please contact:

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