

Broadcast Communication Strategy



A broadcast communication is a message you send to people in your network to share your career plans and ask for specific help with your job search.

Your approach should depend on your relationship with the person. Consider how well you know them, how you met and how often you have interacted. A close contact may be comfortable with a casual email or conversation, while a less familiar contact may require a more formal message.

Use the sample below as a starting point but make it your own. Write in your natural voice and adjust the message based on your relationship with the person.

Sample Email or Letter

Dear [Name],

I hope you're doing well. I wanted to reach out and share an update on my career plans. I will graduate in [month] with a degree in [degree]. As I begin my job search, I'm reaching out to people whose advice and perspective I value.

Since we last connected, I [briefly describe a recent experience, such as an internship, class project or job]. Through this experience, I strengthened my skills in [skills] and learned [what you learned].

I'm currently exploring opportunities in [industry, field or type of organization], particularly roles related to [job titles or areas of interest]. I'm hoping to use and continue developing my skills in [skills].

If you're able, I would appreciate your help with any of the following:

- Letting me know about job openings that may be a good fit.
- Connecting me with professionals in [field, industry or organization] who I could speak with to learn more.
- Recommending resources, organizations or other people who could be helpful in my search.

I've attached my updated resume for reference. Thank you for your time and support. I appreciate any advice or connections you can offer.

Best,

[Name]

[Email] | [Phone] | [LinkedIn URL]



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