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The Hyper Network Recap

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Panelists:

- Chloe Troia ([@chloetroia](#))
- Ryan Thornton ([@RyanJae](#))
- Anthony LaFauce ([@lafauce](#))
- Erica Hilton ([@ericahltn](#))
- Melissa Steffan ([@melissasteffan](#))

Moderator:

- Scott Talan ([@talan](#))

On Tuesday, November 5th, Social Media Club invited guests and club members to gather in the SIS Founder's Room for its annual event, the Hyper Network. Professor Scott Talan ([@talan](#)) acted as this year's moderator with panelists Chloe Troia ([@chloetroia](#)), Ryan Thornton ([@RyanJae](#)), Anthony LaFauce ([@lafauce](#)), Erica Hilton ([@ericahltn](#)), and Melissa Steffan ([@melissasteffan](#)). Questions were, of course, about social media, but panelists also told the audience stories about how they got their current jobs, or their most interesting experience in the field. They also provided personal advice and opinions about business cards, elevator pitches, and even Twitter bios! Every panelist said yes to students having business cards.

Troia shed some light on what she thinks a good business card looks like, saying that it should truly represent the person handing it out. Steffan chimed in, adding that she thinks there's nothing wrong with students have their own business cards, and strongly encourages it; she, oddly enough, wishes that she had one back when she was in school!

Regarding elevator pitches, Hilton spoke fondly of an experience she had, saying that she made a great connection while spitting out her elevator pitch one day. Bottom line: have a good elevator pitch ready at all times! Finally, on Twitter bios, Thornton suggested that job seekers on Twitter should keep key words about their interests in their bios because they're easy to search for. Basically, if you're looking for a job, don't let your Twitter bio be too ambiguous in an attempt to be as hipster and disconnected as possible; let the world know what you're interested in!

In regards to landing a job, Melissa Steffan advised attendees to stay in contact with "people one step above where you aspire to be." Professor Talan chimed from time to time in with his own witty comments keeping the conversation alive and the audience engaged. At one point he jumped into the conversation about following up with potential employers by adding in, "How to follow up with someone by not being creepy," leaving the audience laughing. Overall, this year's event was definitely a night to remember because of the fun atmosphere and its clever, witty panelists.

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