



**Networking  
Skills**  
*For your business  
For your career  
For your future*

# Learning Objectives (1 of 2)

- Understand how networking is a part of any business' success
- Be able to develop your own networking plan for future endeavors
- Study the professionalism and communication skills required for effective networking



# Learning Objectives (2 of 2)

- Learn the in's and out's of referral networking
- Discover the benefits of online social media and how you can use it to expand your network
- Master the basics of Facebook, Twitter, and LinkedIn for your business



# Etymology (1 of 2)

- 887, "to cover with a network," from network (n.). From 1940 as "to broadcast over a (radio) network;" 1972 in reference to computers; 1980s in reference to persons.
- Related: Networked; networking. network (n.) "net-like arrangement of threads, wires, etc.," 1550s, from net (n.) + work (n.).





# Etymology (2 of 2)

- Extended sense of "any complex, interlocking system" is from 1839 (originally in reference to transport by rivers, canals, and railways).
- Meaning "broadcasting system of multiple transmitters" is from 1914; sense of "interconnected group of people" is from 1947.



# Outline

- What is Networking?
- Why Network?
- Why is it important?
- What are the benefits?
- Why is it so hard?
- Many ways to network
- Many kinds of interactions



# A Challenge

Please Write a  
One Sentence Definition  
for  
**Networking**



# Outline

- What is Networking?
- Why Network?
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- Why is it so hard?
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- Many kinds of interactions





# What is Networking? (1 of 3)

- Meeting people
- Using contacts
- Building relationships
- Learning best practices
- Taking advantage of opportunities
- Exerting your influence
- Strengthening your reputation
- Helping others



# What is Networking? (2 of 3)

## Definition:

- Networking is the continuous process of making connections, building relationships, and increasing the amount of business coming your way.



# What is Networking? (3 of 3)

- It involves knowing what others need as well as what you need, so that you can become a resource just as others can become resources to you.
- Networking is all about exchanging information and leveraging connections.



# Why Network? (1 of 2)

- Research shows that individuals with large and diverse networks experience a higher degree of success in their business endeavors.
- Reaching out to others and then expanding your network can provide you with the resources you need to succeed, people to turn to for information, and people who will turn to you as well.



# Why Network? (2 of 2)

- Even though the internet is boundless and information is everywhere, people are consistently more likely to turn to one another for information first.
- Relationships are essential for obtaining information, solving problems, and keeping ahead of the learning curve in one's field.
- Nothing compares to the knowledge of someone who's already been there and done that: experience = value.





# Why is it Important? (1 of 3)

- Networking is the #1 way to find a job.
- Over 60% of job opportunities are obtained through networking.
- Connections increase productivity
- Connections create opportunities
  - New clients/customers
  - Product and service promotion
  - Professional advancement
- The larger your network, the greater your reputation and trustworthiness



# Why is it Important? (2 of 3)

- Knowing where you stand compared to your peers is vital for improving business performance.
- The larger your network, the more eyes are on you and your business or organization.
  - With the focus on you, there's a pressure to increase performance and raise standards.
  - With a large network comes a great deal of resources, and learning from one's peers is the most effective way to pick up best practices.



# Why is it Important? (3 of 3)

- The larger your network, the more eyes are on you and your business or organization. With the focus on you, there's a pressure to increase performance and raise standards.
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# Benefits of Networking

- Forming lasting relationships
- Increasing customer loyalty
- Getting your message out to a wider audience
- More business coming your way
- Client and customer testimonials aid in product/service promotion
- Increase your reputation
- Save money— other forms of marketing, advertising, and PR can be costly



# Why is Networking so Hard?

- With so many opportunities to network, it's hard to determine which are useful for one's particular goals
- Breaking the ice with strangers is very difficult for some people
- Some people are "too busy" to follow up
- Strong relationships can take years to cultivate
- There's rarely instant satisfaction or a quick return on investment (ROI)
- It can be hard to ask for help upfront





# Many Ways to Network

- **Attending Events**
  - Dinner parties and functions
  - Conferences and conventions
- **Fostering Relationships**
  - Friends, colleagues, customers
- **Formal networks**
  - Professional associations, societies
- **Networking online**
  - Social media, email, forums, blogging



# Many Kinds of Interactions

- Small group settings
  - Workshops, discussions, meetings
- Individual settings
  - Breakfast or lunch meetings
  - Out for coffee
- Large group settings
  - Conferences, lectures, parties
- Remote interaction
  - Email, social media, telephone, webinars



# Effective Networking

*Tips and Techniques*

connections  
friendship social  
contacts  
networking internet

# Effective Networking...

- Begins with professionalism
- Increases your presence in the community
- Gets your message to as many people as possible
- Yields a wide array of useful connections
- Requires persistence, dedication, and follow through
- Requires strong interpersonal skills





# Keys to Effective Networking

- Be sincere – no one wants to hear a sales pitch
- Be positive and confident – tell them who you are and what you can do
- Maintain high standards of quality for your products/services
- Keep your company's image in the public eye and keep it spotless
- PR – make sure people know it whenever you hit a milestone





# Professionalism: What is it?

- Standing by what you do
- Never compromising your standards
- Listening to others
- Learning from others
- Setting a good example for others
- Caring about others as well as yourself and your own career



# Professional Behavior (1 of 5)

- Time is the most important limited resource that anyone has
  - Be on time for others
  - Cancel appointments well in advance if you have to
- There is no point living half-heartedly
  - If you attend a conference, take notes and engage yourself
  - If you network, follow through with your contacts and stay in touch
  - If you start a project or take on work, finish it



# Professional Behavior (2 of 5)

- Be sincere and dependable
  - Don't make promises you can't keep!
- Ask for help when you need it
  - If something goes wrong, tell whoever is involved that you need more time or guidance
- Be accountable for your actions
  - If you succeed, congratulate yourself
  - If you fail, take responsibility and learn from it



# Professional Behavior (3 of 5)

- Be aware of your body language
- Don't avoid eye contact
- Don't bite your nails, pick your skin or teeth, constantly check your hair and outfit, or crack your knuckles
  - These are habits most often formed by stress and anxiety, and in networking situations you want to appear confident and at ease
  - If people think that you're itching to get out of there, they might be less inclined to give you their time



# Professional Behavior (4 of 5)

- Don't slouch or fidget
- If you have restless hands, stick them in your pockets or clasp them together behind your back or in front
- If you have to cough or sneeze, leave the room or do it into your elbow
  - If other people can tell that your hygiene is low, even a simple handshake could be out of your reach





# Professional Behavior (5 of 5)

- Use a firm handshake to show off your self-confidence
- Use manners and business etiquette
  - being polite and friendly is high priority
  - Please, Thank You, Nice To Meet You, How Are You, Do You Enjoy It?, What Do You Think Of... (and so on)
- Don't talk too much: you're here to converse, not make a sales pitch



# Professional Communication

(1 of 2)

- What does your voicemail say?
  - Keep it professional!
- What does your email signature say?
  - Include your title and other means of contact
- What does your ringtone tell others?
  - Keep it neutral, nothing that might lead others to think you're just a jokester or offensive



# Professional Communication (2 of 2)

- Are your virtual names professional?
- Use a company email address if possible, or a respectable provider (gmail, verizon, etc.)
- Don't use lots of numbers or odd names
  - Ex. BlueFrosting128@aol.com
- Always use your full name or the name of your business if you need a username for a social network



# Professional Dress (1 of 2)

- Dress appropriately
  - A suit and tie for an important business meeting or a high-class dinner
- No controversial shirts or worn-out clothes



# Professional Dress (2 of 2)

- When possible, dress memorably
  - An heirloom belt buckle, a shirt with a modern design, or purple wingtips can leave an impression – something subtle and fashionable yet distinct
  - Your intricate necklace or the Eldredge Knot you used for your tie can be conversation starters



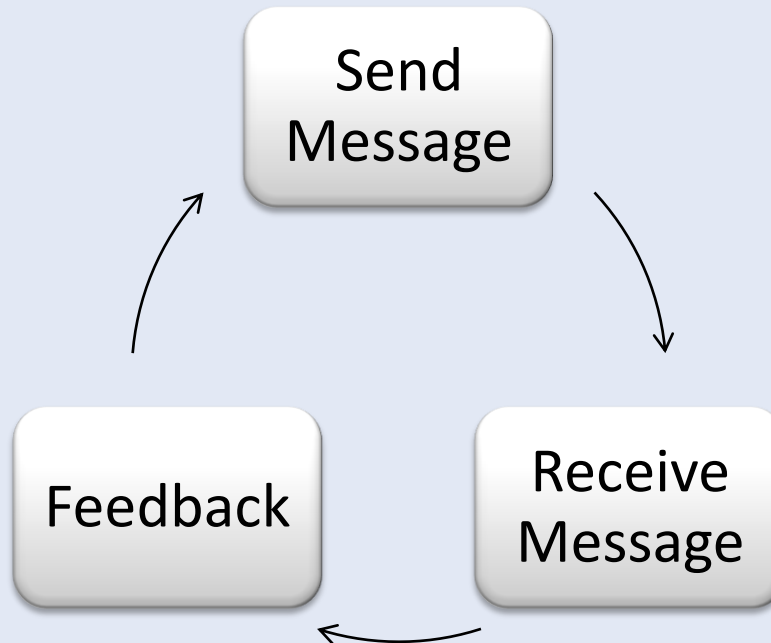


# Interpersonal Skills for Good Networking

- Communication skills
- Strong first impression
- Be informative
- No jargon – be clear and direct
- Illustrate benefits
- Get testimonials
- Take your time
- Follow up



# Communication Essentials



# Reasons for Improved Communication

- Increased confidence
- Better relationships
- Get your message across
- Increased productivity
- Reduced stress
- Good for business!



# Verbal Presentation

- Prepare yourself
- Practice if you are nervous
- Be specific
- Focus – clarity is important
- Remember: you are the expert
  - Just be confident
- Check understanding
  - Do not let anyone walk away confused about your message – ask if they have any questions or need further explanation



# Networking Does Not Always Come Easy

- Common Obstacles
  - Fear and Anxiety
  - Conflicting Personality Types
  - Unfamiliar Territory
- Remember that you are not the only nervous one in the room
- Everyone has to start somewhere
- Very few people are naturally charismatic





# Networking 101



# Develop a Networking Plan

(1 of 6)

- Take it one step at a time.
- Write up some possible game plans, considering these factors:
  - Who
  - When
  - Where
  - How
- Narrow it down and prepare to implement your plan.



# Develop a Networking Plan

(2 of 6)

- Who?
- Social media
  - LinkedIn, Facebook, Twitter, etc.
- Friends, Family, Neighbors
- Alumni, former teachers/professors
- Volunteers, interns, employees
- Colleagues, superiors, competitors
- Members of the community
  - Church-goers, local businesses



# Develop a Networking Plan

(3 of 6)

- Where?
- Conference
- Convention
- Hotel function
- Restaurant or coffee house
- Public forum
- Business meeting
- Committee meeting
- Church/community involvement



# Develop a Networking Plan

(4 of 6)

- How?
- One-on-One Approach
- Informational Interviews
  - Can you tell me more about your company?
  - What do you do there?
  - What do you like about it?
  - What does that sort of job require in terms of training and education?
  - What could I do for you?
  - Who can I talk to for more information?





# Develop a Networking Plan

(5 of 6)

- One-On-Many Approach
- Offer to speak at events, deliver free lectures, facilitate discussions, and help organize functions
- Transform your specific knowledge into an engaging dialogue that can be useful for others as a resource
  - Networking is give and take, not just take
- Write articles or blog about the current issues and hottest topics in your industry



# Develop a Networking Plan

(6 of 6)

- Prepare to implement your plan
- Keep a pen and organizer handy
  - Alternatively, there are similar functions available on smartphones
- Jot down new information
  - Names, dates, events, interests, anything that might be useful to recall later
- Determine which contacts you want or need to follow up with
  - Add them to your agenda/organizer so that you do not let them slip through the cracks



# Important Do's and Don'ts (1 of 5)

## ➤ **Networking Do's**

- Be sincere and have a positive attitude— show genuine interest in your contacts
- Join groups that spark your interest
- Volunteer your time and talents to worthy causes
- Get involved with your community
- Ask open-ended questions to keep the conversations flowing



# Important Do's and Don'ts (2 of 5)

- Be clear about who you are, what you do, and what you know
- When handing out business cards, ask for referrals
- Don't ask what they can do for you, but what you can do for them
- Make socializing a habit— get in touch with at least one contact every day
- Maintain your online presence
  - Keep information up-to-date
  - Reply in a timely fashion to online messages



# Important Do's and Don'ts (3 of 5)

## ➤ **Networking Don'ts**

- Don't be intimidated by people higher up the social ladder or in a higher position
- Don't share irrelevant life stories at social events— speak in the context of the conversation so that your words are remembered
- Don't avoid strange faces— make a point to talk to people you do not know





# Important Do's and Don'ts (4 of 5)

- Don't gossip in any professional networking situation
- Don't use profanity, jargon (unless appropriate), or slang
- Don't bring up controversial issues
  - It is not worth souring the mood by revealing that one of your opinions clashes with that of your conversation partner
- Don't monopolize the conversation
  - Ask questions, even if you are just being polite



# Important Do's and Don'ts (5 of 5)

- Don't waste too much time on people who are purely self-interested
- Don't be afraid to drink, but do so in moderation and never get drunk
- Don't go into an event or conversation with high expectations
- Don't judge people based on poor first impressions— valuable assets can be found in unlikely places
- Don't take rejection personally





# Joining Existing Networks



# Professional Associations

- Professional associations are a great way to strengthen your networking efforts, create new contacts, and increase your knowledge of the field
- Membership with a professional association is good measure to take if you want to stay current in your field
- They typically offer different levels of membership, with steeper fees unlocking greater benefits



# Professional Associations: Do a Little Research (1 of 2)

- What is your field of interest?
- Check out a few of them to see what sorts of benefits they offer and how active they are
  - IEEE (Electrical Engineering)
  - PRSA.org (Public Relations)
  - FGI.org (Fashion Group International)
  - NASPA.org (Higher Education & Student Affairs)
  - AMA (American Marketing Association)
  - SHRM (Human Resource Management)





# Professional Associations: Do a Little Research (2 of 2)

- Check their websites – how can you benefit through a membership?
  - Access to useful conferences
  - Access to exclusive journal articles
  - Access to webinars, lectures, blogs
- Quality check – do they have a regularly published journal?
- Do they have current and upcoming events on the schedule?
- Is everything up-to-date?



# Professional Associations: Make Your Choice

- If one of the associations seems like a good match for you, then go ahead and buy in – usually an annual fee
- Sign up for newsletters, email updates, webinars, and whatever else they offer
- Getting the latest information quickly will help you stay ahead of the curve and wield more authority in your field



# Community Involvement (1 of 2)



# Community Involvement (2 of 2)

- There is a wealth of opportunities in any given community

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# Community Involvement: Where to Look



—





# Community Involvement: Take the Initiative





# Networking Events

*What is appropriate?*

# What is a Networking Event?

➤ Any social opportunity that comes along

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- 
- 
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- 



# Getting Started (1 of 2)





# Getting Started (2 of 2)





# How Well Do You Prepare?

(1 of 6)

- Network with a purpose
  - “There is no point going anywhere if people do not remember you have been there.”
- Look your best
  - That means your clothes, your car, your desk/office – keep it clean and sharp
- Develop a signature that people will remember



# How Well Do You Prepare?

(2 of 6)

- Work your nametag
  - Discretely placed while easy to see and read
  - Don't gawk at other people's nametags
- Develop an unforgettable greeting
- This includes your "elevator speech," an important tool in any strong speaker's arsenal



# How Well Do You Prepare?

(3 of 6)

- An elevator speech is a short spiel that gets you across to your listeners in a length of time no longer than it takes to ride an elevator.
- Often people only have the time or patience for a 10-30 second spiel before their attention wanders or another interest presents itself.
- Keep it conversational and relaxed and just because the time is short does not mean you need to compensate in forcefulness



# How Well Do You Prepare?

(4 of 6)

## ➤ Overcoming shyness

- It is okay if you are not full of confidence, as long as you remember that seeming is being
- All it takes is a few words to break down the barrier between you and someone else
  - “Tell me about your business.”
  - “What brings you here?”
  - “How can I help you?”



# How Well Do You Prepare?

(5 of 6)

- Don't second-guess yourself
  - If you seem like you know what you are talking about, others will take you at your word
- Always eat before an event, yet don't arrive completely full
  - If they provide food or hors d'oeuvre, partaking can be a good way to aid or break up conversation





# How Well Do You Prepare?

(6 of 6)

- Always have a stack of business cards on your person
- Don't dwell on those business cards
  - Don't make it your goal to hand out as many cards as possible – it is okay if you don't hand out any at all, as long as you build relationships with people and they remember you



# Getting the Most Out of Networking Events (1 of 4)

- Be prepared— act like a host
- Do not “work” the whole room
- Move around the room leisurely
- Practice listening
- Do not juggle food/drink and talk at the same time
- Be considerate – if someone’s itching for a refill or to move on to someone else, politely steer the conversation to an end



# Getting the Most Out of Networking Events (2 of 4)

- Find out what they do – what they like
- Introduce them to someone else in the room
- Be a resource, not entirely self-serving
- Keep your business cards accessible but don't hand them out left and right – discern the genuinely interested from the politely conversational.



# Getting the Most Out of Networking Events (3 of 4)

- An engaging conversation
- Make eye contact
- Smile
- Ask their opinion
- Ask them all about themselves
  - Find common interests
  - Identify common acquaintances



# Getting the Most Out of Networking Events (4 of 4)

- Breaking the ice
- Find someone standing alone
  - Ask if this is their first time
  - Ask why they came to this program
- Introduce them to a group
- Walk up to a group and listen to the flow of conversation
- Remember that everyone else is there to network too!





# Introduce Yourself!

- When you recognize someone and he/she does not recognize you.
- When attending a gathering, business or social. (ex. the career fair)
- When seated next to someone
- When the person introducing you does not remember your name
  - Take the initiative to avoid any potentially awkward moments!



# Follow Up (1 of 5)

- This is perhaps the most important step in the networking process
- Failing to follow up is the #1 reason for networking failure
- Even if you dazzle potential partners, clients, sponsors, or customers with a sound first impression, they are only going to meet you halfway
- If you are not sincere enough to follow up with them, they are not going to waste their time on you



# Follow Up (2 of 5)

- Stay in touch after events
- Keeping your contacts is as simple as:
  - Sending them a note or email soon after you meet them (handwriting it is a plus)



# Follow Up (3 of 5)

- Keeping them in the loop for future events and prospects – inviting them yourself
- Showing that you are a good listener and genuinely care about them
  - “When we last spoke you were having trouble organizing that program. Do you still need help?”
  - “I took your advice and tried that restaurant on East Main. The oysters were fantastic!”



# Follow Up (4 of 5)

- Search for your new contacts online
  - LinkedIn, Twitter, Facebook, etc. (these will be discussed soon)
- Follow through on any offers to help, requests agreed to, or referrals
  - The faster you follow through, the more people will find you sincere and respect you
- Networking is an ongoing process
  - Make sure to touch base with all of your useful contacts at least once a month, if not more frequently





# Follow Up (5 of 5)

- Your strongest connections will be those whom you continually meet with in person
- You do not always have to have an agenda to ask someone out to coffee or lunch
  - Any common interest is enough to spark an engaging conversation
- While some connections might be all business, others could develop into lasting friendships
  - And that's okay! Just another benefit of actively networking!





# Referral Networking



# What is it?

- Referral networking is a process which maximizes the potential of “word of mouth” by encouraging clients and customers to exchange information and valuable feedback about suppliers, companies, products, and services.
- Referring someone to another’s company, product or service is a great way to get your own name out and earn the trust of others.
  - “John Smith referred me to your company. He said you’re the best at what you do.”



# Why Create a Referral Network?

- Provides value to your customers
- Establishes trusting relationships
- Generates new business for you and whomever you refer
- Shows that even if you can not help someone by providing a solution to their problem, you can still give them a quality referral
  - This makes you seem even more knowledgeable about what you do



# The People You Refer...

- Might mention you when they approach the person you have referred them to
- Will see you as knowledgeable, informative, and helpful
- Might turn to you again in the future for advice or as a customer/client
- Will appreciate your genuine interest in their problem, even though you did not have the best solution yourself





# The People Referred to You...

(1 of 2)

- Will be easier to establish a business relationship with than customers who choose you without the help of others
- Will tell you who you can count on
  - Someone out there wants to be on your good side or strongly believes in your ability to get the job done, and now you know who



# The People Referred to You...

(2 of 2)

- Are more likely to become repeat customers because they know that you are endorsed by others and that you have a reputation of providing quality service/products



# Principles of Referral Networking

- Word of mouth is still the leading method to generate business.
- In order to help yourself, you must first help others.
- What goes around comes around.
- Every positive customer experience has the potential to drive more business your way.
- Every referral you make can strengthen your relationships with others



# Minimum Requirements for a Referral (1 of 2)

- Every referral you give must be relevant to the recipient's needs
- Every referral you give must be for the highest quality solution, or your credibility is out the window
- Every referral you give must be genuinely helpful – don't refer someone to your friend if you know that they would find a better solution with someone else



# Minimum Requirements for a Referral (2 of 2)

- Every referral you give must be needed – you do not want to hand them out like candy





# Who Do You Network With?



# 3 Key Groups (1 of 2)

- Those Your Customer Needs
  - The most important group – you have to be able to point your customers to the next step!
- Related Businesses/Professionals
  - Products and services that are related to you but which you yourself don't offer



# 3 Key Groups (2 of 2)

## ➤ Unrelated

- You are unlikely to get referrals from them unless they are in your network
- While not necessarily helpful to you, it can improve customer relations if you help them out however you can



# 3 Key Groups





# Narrowing it Down

- If you know what sorts of businesses you need to be networking with but are not sure who exactly to network with, ask yourself these questions.
  - What do your customers need?
  - Who can best provide for their needs?
  - What are the best options close by?
    - Quality, affordability, convenience
  - What can you offer their customers?





# Reaching Out (1 of 3)

- Once you have a solid list to work with, it is time to start networking.
- The best way to do this is to simply approach other businesses in person and talk about what you have to offer.
  - “I run the bakery downtown, and a lot of my clients are looking for a good florist. I’ll scratch your back if you’ll scratch mine.”



# Reaching Out (2 of 3)

- Value is key here. The idea of a referral network is foreign to a lot of people, so you need to be clear about what you have to offer and what you want.
- When you are working to establish a connection, there are some things you need to bring with you



# Reaching Out (3 of 3)

- BUSINESS CARDS
  - Address, phone number, website, and what you have to offer
- POSITIVE ATTITUDE
  - If you are proposing a mutually beneficial strategy then you have nothing to fear – everyone likes benefits. Be friendly and straightforward.
- KNOWLEDGE
  - Know what the other party is all about.



# Strengthening Your Referral Network

- Referral networking is not something that can be accomplished passively
- As with any kind of networking, keep in touch with your contacts and see how they are doing
- If you refer someone to a business outside your network, get in touch and work to establish a relationship
- If you always follow the same routine, try something different next time



# Strengthening Your Referral Network

- Exposing yourself to unfamiliar restaurants, stores, and businesses is a good way to put yourself in touch with new prospects and grow your network
- If you have been looking at people with similar expertise, change your tactics
  - Business rivals are unlikely to share clients with you and you will likely feel the same way
  - You are better off networking with everyone who is not competing with you





# Getting the Most Out of Your Referral Network (1 of 2)

- Online businesses might find it useful to have link exchanges with similar businesses
  - Link to other websites which you support or are partners with, and ask them to link back to you



# Getting the Most Out of Your Referral Network (2 of 2)

- Use products from businesses in your network, making their logo/brand obvious to your customers
  - You see this all the time – Burger King endorsing Pepsi products, etc.
- Give discounts to other businesses in your network



# Most Important...

- Don't get overwhelmed!
- Don't try too hard!
- Don't be pushy!
- A single business can thrive on just a handful of referral sources
- Figure out which of your sources are most valuable and cultivate your relationships with them
  - These are the ones you want to form strong, lasting relationships with!



# The Other Kind of Networking



*Online Social Networks*

# What is a Social Network

- People and their connections to other people, organized online
- Social networks allow users to:
  - Construct a profile – the image of themselves that others will see
  - Connect with other people – search for people they know and reach out to them with a click
  - Exchange information – public and private messages, news, current status, etc.
  - Meet new people through existing connections





# Numbers

- 200+ Social Networking Sites
- The Big Six:
  - Facebook (over 1 billion users)
  - Twitter (over 500 million users)
  - LinkedIn (225 million users)
  - Google+ (343 million users)
  - Pinterest (48.7 million users)
  - MySpace (32.6 million users)



# Numbers

- Facebook users have an average of 130 “friends”.
- Twitter experiences 750 new “tweets” per second.
- The number one occupation among Google+ users is “student”.
- Users spend an average of 15 minutes a day on any given social networking site.



Source: [http://www.huffingtonpost.com/brian-honigman/100-fascinating-social-me\\_b\\_2185281.html](http://www.huffingtonpost.com/brian-honigman/100-fascinating-social-me_b_2185281.html)

[www.readysetpresent.com](http://www.readysetpresent.com)



# UNDERSTANDING SOCIAL MEDIA



# Why do you Need Social Media?

- With so much of the world engaging in social media, businesses that restrict themselves to traditional networking methods are losing out.
- Creating a social media account is a cost-effective way to get the word out about your business, product, event, what have you.
- It is also a great way to organize your contacts, stay in touch, meet new people, and exchange information.



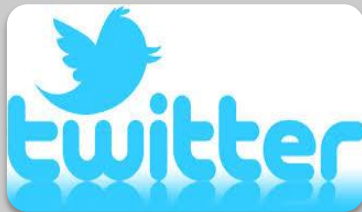
# Knowing What's Most Popular is Key to Reaching the Widest Audience





# There's a lot to choose from...

## Social

The Facebook logo, featuring the word "facebook" in white lowercase letters on a blue rectangular background.

## Blogging



## Business

The LinkedIn logo, featuring the word "Linked" in black and "in" in white on a blue square background.The biznik logo, featuring a green circular icon with a stylized "b" followed by the word "biznik" in green lowercase letters.The XING logo, featuring the word "XING" in green uppercase letters followed by a stylized yellow and green "X" icon.

...each attracting various kinds of people...

## More Social



## More Blogging



## More Business



...and these are just a handful.

## Dating



## Photos



## Other



# So Where to Begin?

- See how millions of people connect to one another in the geographically unlimited realm of the Internet
- Look at your own company and its real world connections
- Consider which social networks could benefit your company most
  - You don't have to limit yourself to just one
  - Many companies utilize a handful of social media websites simultaneously
  - Explore the most popular options yourself





# Professional Networking with Social Media





# Outline

- Before you get started...
- Introduction to Facebook
  - About Facebook, Getting Started, Customization
- Introduction to Twitter
  - About Twitter, Getting Started, Customization
- Introduction to LinkedIn
  - About LinkedIn, Getting Started, Building a Profile, Company Pages
- Best Practices



# Before You Get Started... (1 of 4)

- If you already have a personal account, don't use it! Create a separate account that is purely professional.
- Make your profile as complete as possible without too much personal information.
  - No need to tell the world your marital status, sexual orientation, or religious and political views—many profiles ask for that information yet it's never required.



# Before You Get Started... (2 of 4)

- Always keep your profile information up-to-date and accurate.
- Always include a professional, high quality photo of yourself in your profile.
- Don't post anything you would not want your boss or rivals to see.



# Before You Get Started... (3 of 4)

- Don't post multiple times a day!
  - This is a common mistake. Users have a lot of posts flooding their page every day from other users that they follow. If they see a lot from you, they might feel inclined to block your posts from their "feed" altogether.
- Keep your posts short and sweet.
  - Twitter has a 140 character limit but you will have to limit yourself on other sites.



# Before You Get Started... (4 of 4)

- Even if it's tempting, don't use abbreviated lingo in your posts and messages.
  - Ex. "I luv that restaurant!"
  - Ex. "C u then."
  - Ex. "K, thanx."
- Use proper spelling and punctuation, and make sure it's correct before you hit "Send", "Post", or "Tweet".
- Join relevant groups, professional groups, and interest groups that are not controversial.







https://www.facebook.com



Welcome to Facebook - Log In, Sign Up ...



# facebook

## Connect with friends and the world around you on Facebook.



**See photos and updates** from friends in News Feed.



**Share what's new** in your life on your Timeline.



**Find more** of what you're looking for with Graph Search.

www.readyssetpresent.com

# Facebook

- Facebook boasts 1.11 billion monthly active users and 665 million daily active users, generating 4.5 billion “Likes” every day.
- 16 million local businesses already have Facebook pages and online followings.
- Facebook is accessed all around the world and offers 50 languages for users to choose from, making it one of the most accessible sites on the planet.



# Facebook for Businesses (1 of 2)

- While users can create ordinary accounts under the “People” category, Facebook also allows users to create pages dedicated to their:
  - Business, company, organization, institution, brand, product, event, cause, or community.
- Normal account holders can then “Like” these pages, follow them, and share them with others.



# Facebook for Businesses (2 of 2)

- Facebook's pages are also indexed by Google, meaning anything you post can come up in a Google search.



# Creating Your Business Page

(1 of 3)

- ➔ When you go to [www.facebook.com](http://www.facebook.com) and look at your options you may see something similar to this:





# Creating Your Business Page

(2 of 3)

**Click that  
to begin.**

**Create a Page for a celebrity, band or business.**

Then click the option  
(like these) that best  
applies to you.



Local Business or Place



Company, Organization or Institution



Brand or Product

# Creating Your Business Page

(3 of 3)

- Fill in the information, then proceed.
- When prompted, “Create a new business account.”
- Fill in the required information and “Sign Up Now” (or similar).
- Don’t forget your log-in information (username and password).
  - Write it down and store it someplace safe and secure
- Take your time customizing your new Facebook business page.



# Customizing Your Page (1 of 3)



Your Logo Here

How many people like your page.  
You want to increase this number as much as possible.

Cover Photo: Explore other pages and draw inspiration from what others have done.

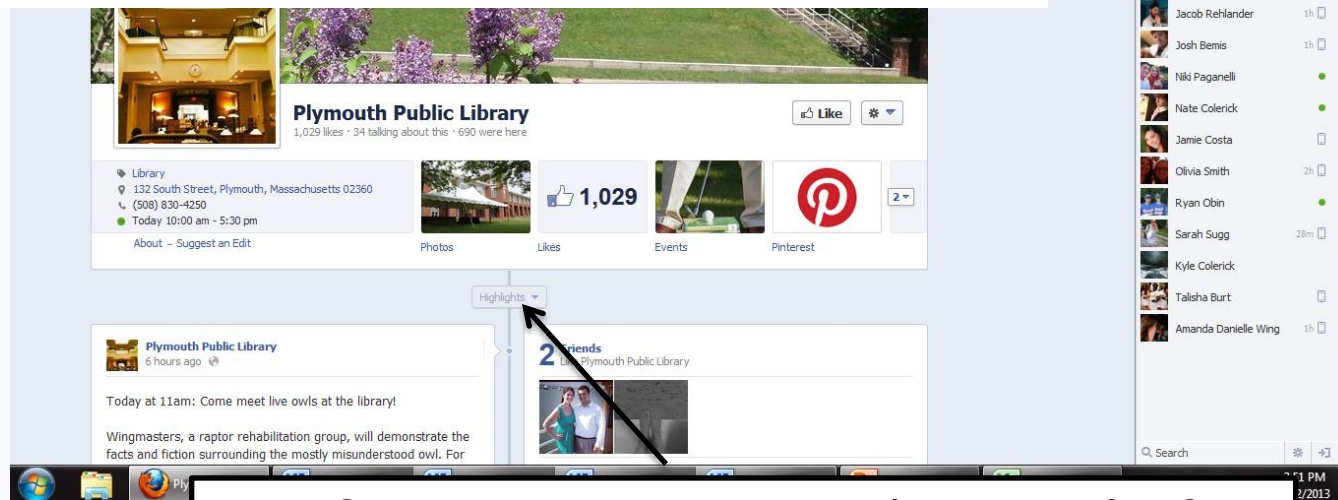
# Customizing Your Page (2 of 3)

## Education

Crossroads Consultant Group, Inc. is a Multidimensional company providing services to assist you with developing your own halfway and transition houses or substance abuse program.

About – Suggest an Edit

A concise summary: what you do, your mission statement.



Or if your company or product speaks for itself, you can use this space for more specific information. It's entirely up to you.

# Customizing Your Page (3 of 3)

- When you're editing your page, think about what content you already have to put up and what you're lacking.

Other aspects of your page: a photo gallery, links to other social media accounts, a map showing where you've been, upcoming events, and other options.

If you don't have that much to show, it's okay to hold off until you do.

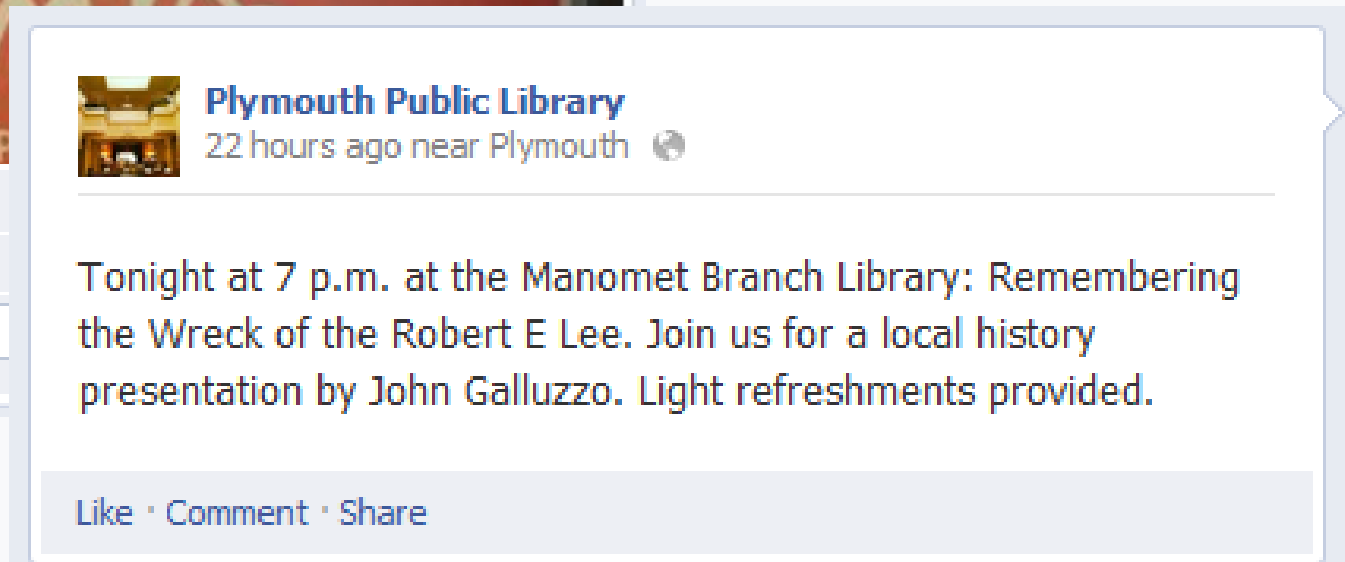




# Post Strategically



Good times to post are when you and another business agree to promote each other (left) or when you have an event coming up (below)





https://business.twitter.com



Twitter for Business



Business

# Grow your business, 140 characters at a time



## Twitter 101

Tweets? Hashtags? Don't just learn the lingo—find out what Twitter can do for your business.



## Start tweeting

Your customers are already on Twitter. Learn how to engage with them.



## Best practices

Make your Twitter presence the best it can be.

# Twitter

- There are 200 million active users on Twitter, sending around 400 million Tweets every day.
- Twitter is available all around the world in 33 languages.
- 60% of Twitter users log in on their mobile devices.
- With the option to Retweet anyone's Tweet, word can spread very fast.
- The 140-character limit means that every word counts.



# Twitter for Businesses (1 of 2)

- Businesses have access to a variety of web marketing tools through Twitter
  - Targeting, Analytics, Promotional Tactics, Advertisements



# Twitter for Businesses (2 of 2)

- Twitter helps businesses help themselves
  - Educating employees, developing a social strategy, offering advice for constructing a profile and attracting followers
- Twitter allows you to team up with other brands and businesses by connecting to each other's Tweets





# Creating a Twitter Account

- When you go to [www.twitter.com](http://www.twitter.com) and see the Log In box (right), click “Sign up for Twitter” and follow the on-screen instructions.
- Fill in information when prompted.
- The website will walk you through every step of the process of creating your account.

A screenshot of the Twitter login interface. At the top, it says "Have an account? Log in to Twitter". Below this are two input fields: "Username or email" and "Password". There is a checkbox labeled "Remember me" and a blue "Sign in" button. At the bottom, there are links for "Sign up for Twitter" and "Forgot password?".

Have an account? Log in to Twitter

Username or email

Password

☒ Remember me [Sign in](#)

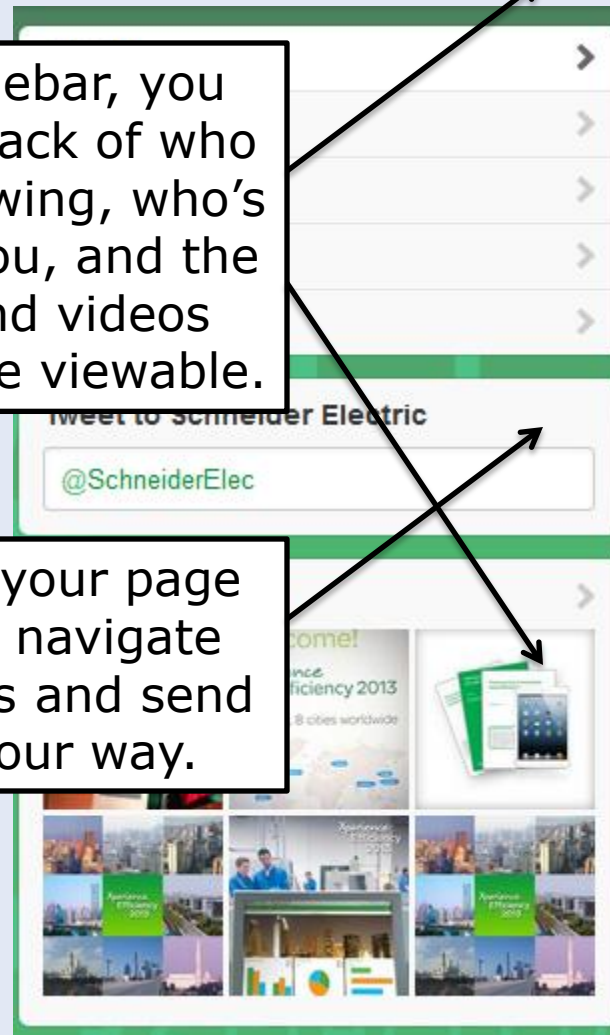
[Sign up for Twitter](#) • [Forgot password?](#)



# Customize Your Page (1 of 3)

On the sidebar, you can keep track of who you're following, who's following you, and the photos and videos you've made viewable.

Visitors to your page can easily navigate your Tweets and send Tweets your way.



# Customize Your Page (2 of 3)

- The banner section of your Twitter profile is sleek, simple, and informative. You can set the background photo, logo, statement, and other information. You can even set the entire page's background.



# Customize Your Page (3 of 3)





# Additional Tools (1 of 2)

- If you explore the links in the bar (above), you'll find various resources for improving your business' networking, marketing, and advertising. If advertising is something you want to go for, there's a link just for you.





# Additional Tools (2 of 2)

© 2013 Twitter About Help Terms Privacy  
Blog Status Apps Resources Jobs  
Advertisers Businesses Media Developers

Locate this box and  
click "Businesses".

Basics

Build your community

Marketing with Twitter

Ad products

#Success

**Start advertising today**

**Let's go!**



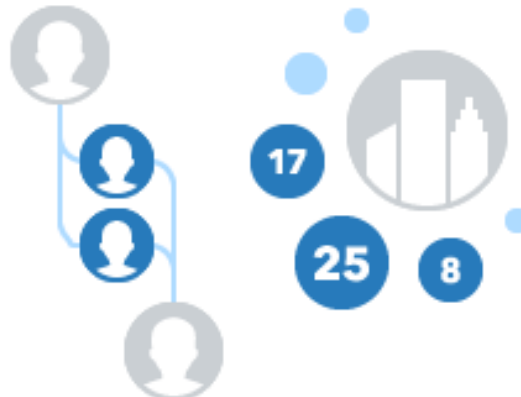


**The world's largest professional network:  
225 million strong.**

**Connect. Find. Be found.**



**Power your career.**



**Learn and share.**



# LinkedIn (1 of 2)

- LinkedIn has over 225 million members in virtually all parts of the world, with 20 languages to choose from.
- 64% of its members are located outside the United States, though there are over 77 million members within the U.S.
- Over 30 million students and recent college graduates use LinkedIn and are its fastest growing demographic.



# LinkedIn (2 of 2)

- More than 3 million companies have Company Pages on LinkedIn.
- More than 30% of all users access LinkedIn with their mobile devices.
- In March 2013, LinkedIn was the 22nd most visited website in the world.
- Unlike Facebook and Twitter, LinkedIn is dedicated exclusively to professional networking.



# Using LinkedIn to Recruit

- LinkedIn is full of people looking for work as well as skilled individuals who might not be actively job hunting but could be picked up.
- "Only 10% to 20% of LinkedIn members are actively looking for work, but businesses that are looking want access to 100% of members," says Eckstein.

Source: <http://www.computerweekly.com/Articles/2010/06/14/241559/Will-LinkedIn-reshape-the-recruitment-sector.htm>





# Using LinkedIn to Recruit (1 of 2)

- Michelle Robinovitz, who has been a recruiter for 15 years and now is director of recruiting for an accounting firm in Atlanta, said she had stopped using job sites altogether and relied almost completely on LinkedIn.

“

Source: <http://www.computerweekly.com/Articles/2010/06/14/241559/Will-LinkedIn-reshape-the-recruitment-sector.htm>



# Using LinkedIn to Recruit (2 of 2)

- I feel like they're a waste of time and money," she said. "I've seen a decline over the past two years of qualified candidates. It used to be that we would get 300 résumés. Now you are lucky to get one. I think qualified people are much more savvy.



# Creating a LinkedIn Account

(1 of 2)

- When you go to [www.linkedin.com](http://www.linkedin.com), fill in the short form and click “Join Now” (or equivalent).
- LinkedIn then guides you through the steps required to set up an account.



# Creating a LinkedIn Account

## (2 of 2)

- Once your account is established, you can begin working on your Profile.
- A unique aspect of LinkedIn is that your Profile also functions as your résumé, so this is the keystone of your account.



# LinkedIn's Tools (1 of 5)

- LinkedIn helps members connect to one another by providing real-world methods of bridging the gap.
- It shows you who you might know through the connections you've already made. If you want to meet someone, just click "Get Introduced" and send your request.





# LinkedIn's Tools (2 of 5)

- Rule of thumb when adding connections:
  - Only add people you know and who know you. While it's acceptable to have 750 "Friends" on Facebook and only know 80 of them, want quality over quantity.
  - When you invite someone to connect with you, never send them the default "I'd like to add you..." note. It shows sincerity and thoughtfulness if you use your own words.

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Maria Harrington



# LinkedIn's Tools (3 of 5)

- LinkedIn helps users strengthen their profiles in a smooth step-by-step process.
- Once the 30 connection milestone is reached, LinkedIn can provide useful statistical information to help grow your network further.



# LinkedIn's Tools (4 of 5)

Does Garry have these skills or expertise?

Poetry x

Photography x

Editing x

Music x

Teaching x

Type another area of expertise...

Endorse

Skip

What is this?



## Skills & Expertise

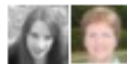
4 Poetry



2 Photography



2 Editing



1 Teaching



1 Blogging

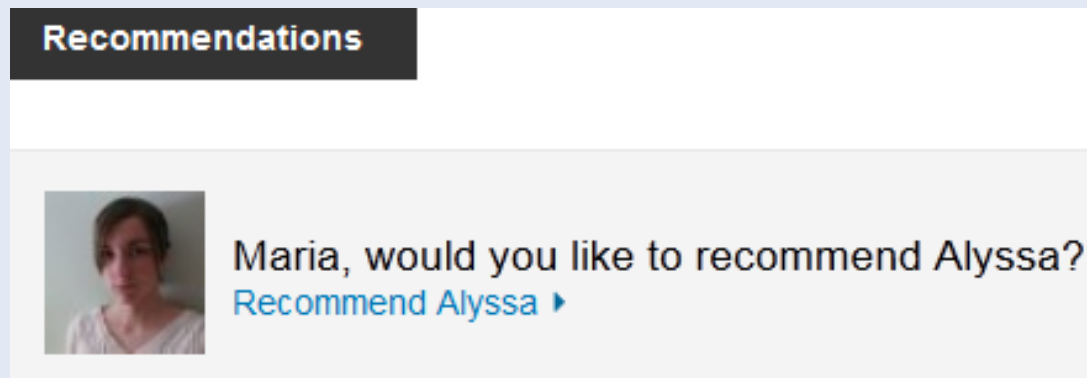


While members are allowed to list their own skills, only their connections can endorse them. The more endorsements a member has, the more reliable their skillset.



# LinkedIn's Tools (5 of 5)

- Any LinkedIn member can ask for, receive, and make recommendations for other members, and those recommendations are visible on the receiver's profile page.
- Members can also look for references if they're looking at job candidates.



# Building Your Profile

Welcome, Karla. Let's improve your profile.

**When did you start your current position?**

I started working as CEO at Vinetti Consultants in:

Choose... ▼

Year

Save

Skip

On your Profile page, you can input all of your basic information in the top blue box, which is a simplified step-by-step profile builder.

To go more in-depth with your profile, just click this button, below the blue box, and take your time filling out everything you can. The more complete your profile, the better.

Edit Profile ▼





# Adding a Company Page

- A Company Page focuses on your business rather than on you as an individual.
- With a Company Page, you can highlight your products and services, showcase your brand and career opportunities, and receive recommendations from satisfied clients and customers that other users can see.
- You can also utilize Analytics and Ad campaigns to increase exposure.



# Adding a Company Page

- Go to [www.linkedin.com/company/](http://www.linkedin.com/company/) to set up a Company Page.



Click to proceed, and then fill out the form to get started. You need a company email address to qualify, otherwise you can only create a Group Page.

## Add a Company

Company name:

Your email address at company:

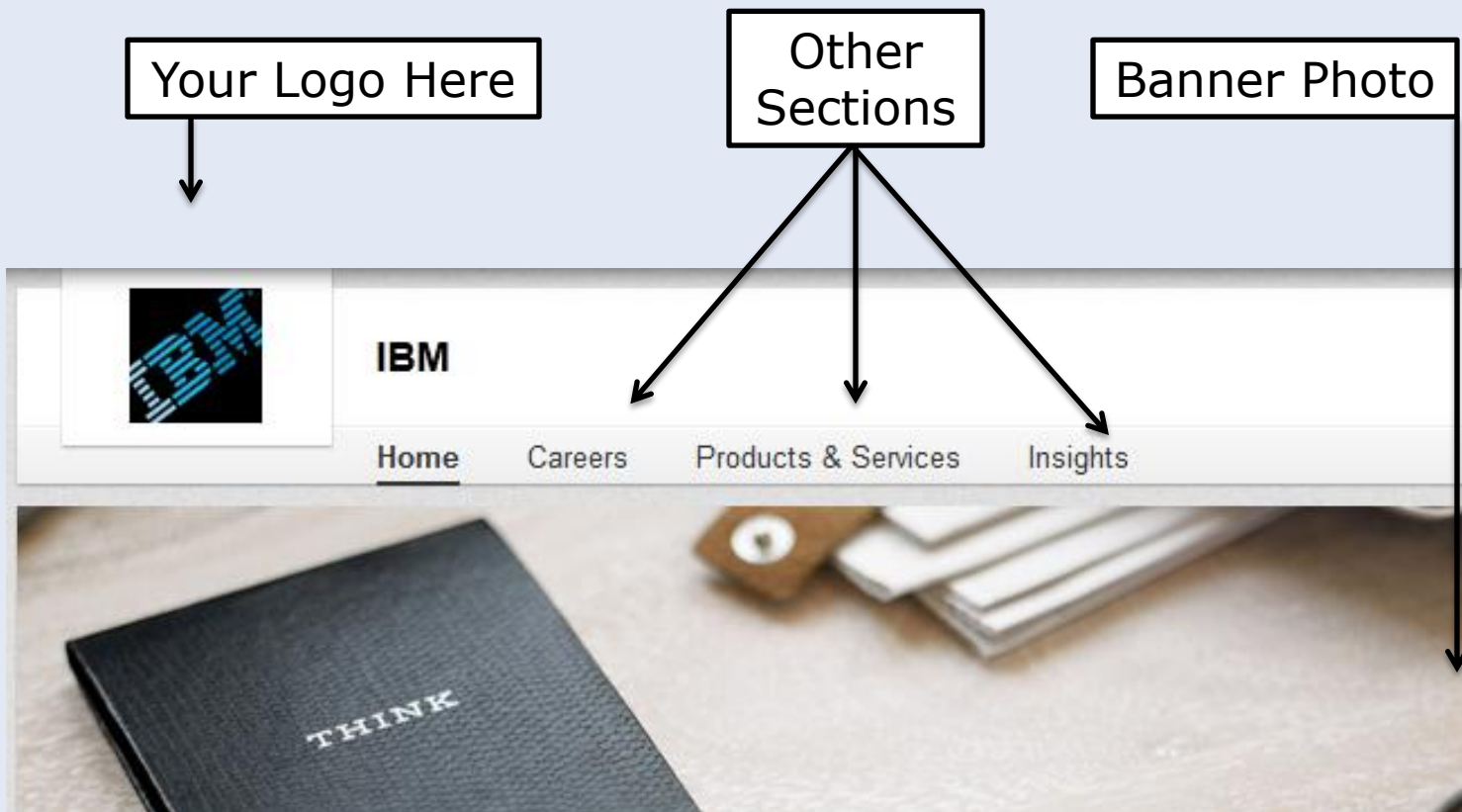
☐ I verify that I am the official representative of this company and have the authority to create a company page on my behalf.

or [Cancel](#)



# The Home Tab

- The first thing people see is the Home page, which provides an overview of your company.



# The Careers Tab

- The Careers page lets prospective job candidates explore your available positions.
- You can also put up information about your company, recent projects your employees were a part of, and other experiences that might appeal to job candidates.

## Jobs at Amazon →

Senior Financial Analyst - Operations  
Finance - Hazleton, PA  
Hazleton, PA

Senior Financial Analyst - Operations  
Finance - Indianapolis Area  
Whitestown, IN

Finance Manager - US Customer Service  
Operations  
Seattle, WA

Senior Financial Analyst - Operations  
Finance - Greater Los Angeles Area  
San Bernardino, CA

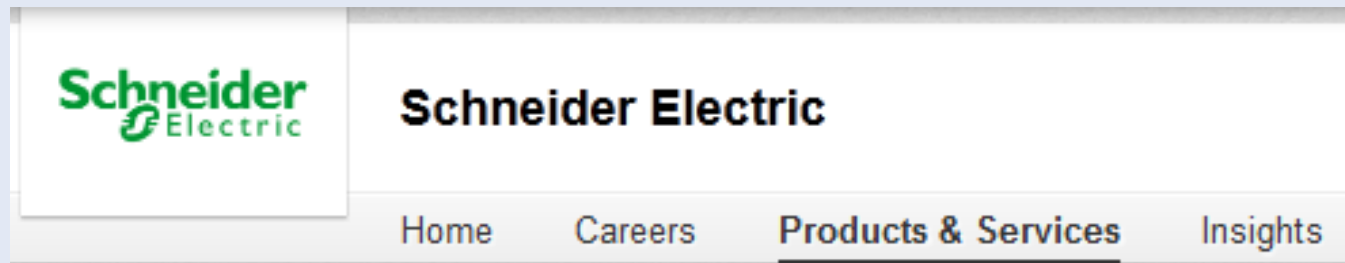
Sr. Manager, Software Development - UI  
Frameworks  
Seattle, WA

Senior Financial Analyst - Worldwide  
Transportation Finance - Seattle, WA  
Seattle, WA

Financial Analyst - Worldwide  
Transportation Finance - Seattle, WA  
Seattle, WA

# The Products/Services Tab

- On the Products and/or Services page, you can list whatever your company has to offer.
- Next to each list item, any recommendations submitted for that item will be listed and accessible to other users.



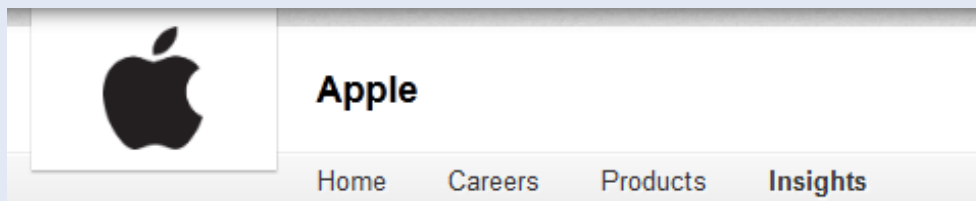
8 Products & Services  
93 Recommendations





# The Insights Tab

- Users who visit your Insights page can view a set of statistics about your company:
  - Employees with new titles
  - Former employees you may know
  - Similar companies that people have viewed
  - Where employees came from
  - Top skills and expertise
  - Most recommended employees



# Social Media Best Practices



# 10 Social Media Tips (1 of 4)

- Check out the competition
  - It's good to know how you stack up compared to the competition
  - Poke around on your social networks and see what other professionals are doing
  - Learn from the best examples
- Active and accurate
  - Keep your profile information consistent, accurate, and up-to-date across all of your social media accounts



# 10 Social Media Tips (2 of 4)

## ➤ Be positive

- Don't use social media to express any sort of negativity – followers want to know that you and your business are confident and friendly

## ➤ Be direct

- Appeal directly to your followers: "We want to do either A or B. What do you think?"

## ➤ Use graphics

- Images, video clips, and links helps engage followers; most posts must have at least one of these



# 10 Social Media Tips (3 of 4)

## ➤ Humanize your business

- People like to know that there are people behind every business
- Join Groups, “Like” pages, and post about things that you and your employees genuinely like
  - Ex. Professional associations, similar brands and products, AND that great concert your team went to last week or the milkshakes at a certain local restaurant





# 10 Social Media Tips (4 of 4)

## ➤ Join a cause

- “Come see us down at the Polar Plunge this weekend in support of [Charity]!”

## ➤ Be responsive

- Social media provides a platform for instant communication – check your inbox and public feeds every day and reply to questions, concerns, and suggestions ASAP



# 10 Social Media Mistakes (1 of 5)

## ➤ Remember your interactions

- Avoid those awkward “Have we met?” moments by not deleting the messages in your inbox and keeping a list of memorable contacts somewhere offline

## ➤ Have fun

- Social networks are all about meeting people and engaging them, so have fun with it!

## ➤ Ignorance

- Not investing time or patience in social media



# 10 Social Media Mistakes (2 of 5)

## ➤ Inconsistency

- Not keeping different social media accounts consistent with one another

## ➤ Making it personal

- Talking about oneself or one's personal life too much

## ➤ Targeting the wrong audience

- Instagram and Pinterest would be good for a handicrafts boutique but bad for an insurance company



# 10 Social Media Mistakes (3 of 5)

## ➤ Overreaching

- Attempting to be everywhere at once is counterproductive – a strong presence on two or three social networks is usually just right

## ➤ Lacking professionalism

- It's good to talk about your day and let clients see that you're a human being, too, but don't complain about things. Only the positive or neutral needs to be posted.



# 10 Social Media Mistakes (4 of 5)

## ➤ Being anti-social

- Not replying to messages, requests, or concerns; not posting fresh content

## ➤ Being stingy

- For businesses who want to take advantage of all the marketing/advertising opportunities available, they have to realize that even social media requires a little money





# 10 Social Media Mistakes (5 of 5)

## ➤ Going it alone

- A successful social media campaign involves sharing links to other businesses, products, and causes that your company supports

## ➤ Talking too much

- While Twitter has a built-in character limitation, it's important to keep posts short and sweet elsewhere as well



# Action Plan

- What are you going to take action on?
- Start with the three easiest items.



# Action Steps (1 of 4)

- List specific behaviors.
- Be as systematic as possible.
- Rank the behaviors in terms of their complexity or degree of difficulty.
- Rank the behaviors in terms of chronological order.



# Action Steps (2 of 4)

- Begin with the least difficult behavior.
- Advance to a more difficult behavior.
- Break difficult behavior down into several smaller behaviors.
- Attach time limits to each behavior.



# Action Steps (3 of 4)

- Repeat specific behavior until mastered.
- Review all previous behaviors.
- Advance to next most difficult behavior.
- Measure and evaluate.
- Keep records (preferably visual).





# Action Steps (4 of 4)

- Reinforce through reward and punishment.
- Use visual reminders (pictures, charts, etc.).
- Remember: A small goal is enough!

