

# NETWORKING VIRTUAL STYLE

The definition of **NETWORKING** by Merriam-Webster is : the **exchange of information** or **services** among individuals, groups, or institutions. specifically : the **cultivation of productive relationships** for employment or business.

## YOUR NETWORKING STRATEGY

### CAREER PROGRESSION

- Continue to grow your career in the same industry / discipline
- Enhance contacts and showcase your skills in your field of expertise
- **KEY TO SUCCESS:** Figure out who you need to know to land a certain job and how best to “connect”



### CAREER TRANSITION

- Take your career in a different direction – industry or discipline
- Develop targeted contacts and build credibility in desired landscape
- **KEY TO SUCCESS:** Be active in the right places to keep up-to-date on the industry, meet helpful contacts, and showcase your transferrable knowledge / skills.



### BUSINESS DEVELOPMENT

- Introduce, sell and grow your brand / product / services to potential customers
- Targeting capability, as well as reach and scale, at a lower cost than almost all other marketing channels
- **KEY TO SUCCESS:** Investing your time and skills in the platforms where you can reach and engage with your **TARGET AUDIENCE**



## INSIDER TIPS

- Research and understand how different platforms work . . . *Understand the “best practices”*
- Learn from others
- Clean up your digital presence
  - *Is it “on-brand” / Consistent profiles*
- Tracking / responding to your “mentions”
- Provide value
- “Mine” not sell . . . Pay it Forward

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## LinkedIn Networking Strategies

Latest Edition

**PROFILE**

- 1 Use professional headshot
- 2 Add keywords to headline
- 3 Claim your custom LI URL
- 4 Add multimedia to Gallery
- 5 Get 2+ recommendations
- 6 Connect w/people who view your profile
- 7 Add links for calls-to-action
- 8 Customize contact info w/ CTA

**MESSAGING**

- 9 Can instant msg connections
- 10 Similar to FB Messenger
- 11 Available on any LI screen
- 12 Shows smart suggestions
- 13 Can send group messages
- 14 Sync with your calendar
- 15 Can add images & video
- 16 Offers quick replies to msgs

**SEARCH**

- 17 Search for leads & jobs
- 18 Find college alumni
- 19 Search employees by company
- 20 Filter results geographically
- 21 Have saved searched emailed to you
- 22 Save up to 3 searches
- 23 Search Groups & Companies
- 24 Search for jobs by industry

**RECOMMENDATIONS**

- 57 Recs set you apart as trustworthy
- 58 Ask for recs from clients
- 59 Provide recs consistently
- 60 Be specific when providing
- 61 Only LI users can provide recs
- 62 Strengthens client relationships
- 63 Create system of asking for recs
- 64 Provides details missing from endorsements

**GALLERY**

- 25 Include multimedia on profile page
- 26 Any section can have a gallery
- 27 Add photos, videos, PDFs
- 28 Insert links in gallery descriptions
- 29 Create 30 sec welcome video for LI
- 30 Write actionable gallery titles
- 31 Include CTA links in descriptions
- 32 Send to landing page for optin

**ENDORSEMENTS**

- 49 Once-click credibility
- 50 Add skills to your profile first
- 51 News Feed shows latest
- 52 No opportunity for detail
- 53 Email notifications for new
- 54 Endorse top colleagues
- 55 Endorse wisely, ethically
- 56 Recommendations allow detail, endorsements = quick, lite

**CONNECTIONS**

- 41 Quality connections critical
- 42 Start w/colleagues, alumni
- 43 Expand to clients, vendors
- 44 Include past employers
- 45 Add mentors, professors
- 46 Invite leads found via search
- 47 Connect w/ industry experts
- 48 Identify superconnectors

**GROUPS**

- 33 Engage, don't always be selling
- 34 Ask colleagues for groups they use
- 35 Review group content before joining
- 36 Are connections group members?
- 37 Introduce yourself once joined
- 38 Initiate & participate in discussions
- 39 Increases visibility in LI & traffic to your website
- 40 Great place to ask questions

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# ENHANCING YOUR SOCIAL MEDIA PRESENCE

When it comes to networking, it is more important than ever to ensure you have a solid **SOCIAL MEDIA PRESENCE**. Why? When you aren't on social media, employers may think you're hiding something, you aren't social media savvy (*important skills into today's market, depending on the business*), you simply don't care, or you have nothing to offer. And for those looking for a new role or transition in your career, showing you are a job seeker who is invested in their job search will help hiring managers find you and shows that you're serious about your search.



## BUILD YOUR NETWORK

Review your contacts / connections / etc. across platforms

- Are you connected to the "right" people on the right platform – personal / professional / anyone under the sun?
- How does that need to change, improve or be modified?
- Who do I need to "connect" to that I am not networked with today? Do I need investigate who and how?
- How can I rely on my network to assist me in virtual introductions? Invites into conversations?

Go **CONNECT!**

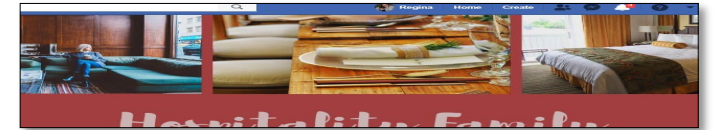


## BE ACTIVE

Review your present level of "activity" on the platforms you use or will use

- How are you active today?
- How does that need to change, improve or be modified?
- How do I engage my personal strengths (writing skills, photography, etc.) to enhance the way I am active?
- How can I rely on my network to assist me in creating / sharing / engaging at a higher level to meet my strategic needs?

Be **ACTIVE!**



## JOIN "GROUPS"

Investigate "Groups" on the different platforms you use

- What are key industry groups available?
- What key discipline / position focused groups are available?
- Of those available – which have the most active participants? Can I tell the type of individuals / organizations that are represented?
- What will be my strategy in joining a group? How will I "be active"?

Now **JOIN!**

# WHERE TO BE "SEEN"

## LINKED IN

- 500 million + users / 1 in 3 professionals on the planet here
- Specific to professional networking; online resume with sharing/posting options
- Over 25 million profiles viewed daily

How are you presently using LinkedIn?

How can you better utilize LinkedIn to support your virtual networking strategy?



## BASED ON YOUR NETWORKING SOCIAL MEDIA STRATEGY – HOW MAY OTHER PLATFORMS SUPPORT YOUR EFFORTS?

### FACEBOOK



- 2.3 billion + users
- Social networking
- Post comments, photos, live video

### INSTAGRAM



- 800 million+ users, over 500M+ daily
- Visual platform – iOS / Android based
- Share photos, live video (*phone or tablet*)

### TWITTER



- 330 million+ monthly active users
- News and Social networking site
- Post messages - "tweets" (280 or less)

## PROFESSIONAL GROUPS

### NETWORKING / PROFESSIONAL DEVELOPMENT / VOLUNTEER:

Professional groups provide an opportunity to meet and interact with fellow professionals in a meaningful way. If used properly and professionally, you can build your network and gain access to potential opportunities now or in the future. You never know who "knows someone who knows someone that works for . . . ". Do not underestimate the power of relationship building – whether in-person or virtually



- What groups DO you belong to that can support your networking strategy?



- What groups SHOULD you belong to that can support your networking strategy?



Ask colleagues / mentors / friends to invite you to become part of their "groups" to cast a wider net in your networking.  
**REMEMBER** – networking is not about collecting contacts, it's about planting relations.