

● ● ● | **Social Media Basics  
(Networking 101)**





# Social Media Networking

- It's all about creating a following!
- What are you good at that you can share with me?
- A way to reach a wide audience and get them to know YOU.



# Tools

- LinkedIn 
- Twitter 
- Facebook 
- Blogs
- Google Yourself!!



# LinkedIn

- Professional site
- Make sure your profile is 100% complete
- Join Groups
- Data Mine
- Get and Give Recommendations



# Twitter



- Spit it out!!! 140 characters or less
- What are you doing? Don't answer that!
- Follow leaders in your industry and people you'd like to work for
- Tweet to communicate your skills (i.e. your blog)
- Re-tweet to share interesting industry articles or professional involvement
- [Twitter.com](https://twitter.com) or [Tweetdeck.com](https://tweetdeck.com)



# Facebook

- More than 500 million active users
- Users can add people as friends and send them messages, and update their personal profile to notify friends about themselves
- Users can join networks organized by workplace, school or college
- Facebook enables users to choose their own privacy settings and who can see their profile.



# Blogs

- Create Value!!
- What are you really good at?
  - Become an expert in your industry
  - Get people to read your blog
  - Gives strangers the capability to get to know your work
- Tweet about your blog
- Post it on LinkedIn



# Getting Face-to-Face!!!

- Nametag placement
- Great handshake
- Business cards
  - Name, email, phone numbers, 3 areas of expertise
- Something to take notes with



# Networking Events

- So many to choose from
- Industry specific or Open Networking
  - Go to the industry you don't belong to
  - [NetworkingPhoenix.com](http://NetworkingPhoenix.com)
- Morning events vs. Evening events
- All the good networking happens at the end



# What are you talking about?

- DON'T tell people you are looking for a job (you are there to research and get names)
- 10 Second Commercial
- Listen more than talk
  - Ask questions
  - Don't ask silly personal questions
- Be interesting, don't interrogate!!



# Referrals

- Please be an easy referral source
- Tell me EXACTLY who you'd like me to introduce you to
  - Look through my LinkedIn and give me names
  - Send me what you'd like me to 'say' about you
- Being vague is the plague – being specific is terrific



# Follow-up

- After you first meet someone, keep in touch in a creative way. Always follow up with any leads you receive
- As you build relationships, keep your network referrers in the loop. Let them know when you set up a meeting and fill them in on your progress
- Look at the big picture
  - Try to see past the momentary, day-to-day activities that occupy your life and build toward your overall lifetime objectives



# Questions?

- Happy Networking