

Networking on Social Media

Building your professional network on social media



YOUR TRUE POTENTIAL

IGNITE YOUR POWER WITHIN

Workbook

Table of Contents

Identify Your Social Media Networking Goals	3
Set Up Your Social Profiles for Success	5
Pick the Best Social Networking Tactics for Your Goals.....	6
Start Networking... the Right Way	8
Create Your Systems for Growing and Nurturing Your Network	9

Identify Your Social Media Networking Goals

1. List 2-3 of your professional networking goals as they relate to your business goals (e.g. get a consistent source of client leads, increase visibility as an expert, etc.).

	Networking Goals
1	
2	
3	

2. Outline specifically what you want to achieve (e.g. build relationships with people from offline, locate X prospective clients, build relationships with industry influencers, find potential JV partners and affiliates, find potential employers/jobs, grow a support network for sharing information/tips/resources, etc.).

3. Set a time frame for each stage of your goal. For example, make xx amount of connections by xx date).

	Goal Specifics	Deadline
1		
2		
3		
4		
5		
6		
7		
8		

Set Up Your Social Profiles for Success

1. Select the social media channels you'll focus on, based on your goals and where the best potential connections are.

Channels You'll Use	How They Relate to Your Goals

2. Build a complete social media profile on the channels you've selected.
3. Take the time to refine your social media profiles to reflect your core business message.

Pick the Best Social Networking Tactics for Your Goals

1. Identify the best methods to reach out to people on each network, based on your current relationship status and type of social media network.

Direct Tactics

- Cold emails
- Direct tweeting
- Post/content tagging
- Phone calls

Indirect Tactics

- Participate in relevant groups
- Follow pages
- Post questions
- Contribute in discussion
- Post original content
- Share content
- Become a customer of other companies

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	Tactics You'll Employ	Notes
1		
2		
3		
4		
5		
6		
7		

Start Networking... the Right Way

1. Using the People to Connect With spreadsheet, create a big list of all the people you'd like to connect with on social media, using the ideas in the module. Include people you've met offline and want to connect with online also.
 - Past or present co-workers, colleagues, managers, employees, etc.
 - Alumni and past or present teachers
 - Past or present clients or customers
 - Mentors or coaches
 - People you've met offline and want to connect with
 - Industry peers
 - Service providers & suppliers
 - Friends and family
 - People you can help
 - Influencers and leaders
 - People who you want on your side
2. Next, refine your list by highlighting the people you want to approach first, or put them in priority order, based on your goals.
3. For the people you want to contact first, identify where on social media you will contact them and the initial way you'll network (i.e., direct or indirect methods).
4. Prepare the messages and/or content you'll use to reach out or build awareness for each person, based on the method you identified for each (e.g., content you'll post in the person's group or a personal message you'll send).

Create Your Systems for Growing and Nurturing Your Network

1. Take the list you created in the previous module and add to the provided spreadsheet to fill out as much information you can about your connections.
2. Determine how often you will reach out to each connection and which platform you will use to do it.
3. Start making connections and tracking them in the spreadsheet.