

Social Networking Sites and Software -

Can They *Really* Help My Business/Association/Career?

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Social Networking Sites and Software (SNSs)

- The new “place where everyone knows your name?”
- The power of weak connections
- Taking control of your brand
- The visibility factor

Who Can Benefit from Using SNSs?

- Companies
- Affinity /advocacy, and nonprofit groups
- Independent information professionals
- Individuals

SNSs for Your Company

- Company branding
- Identifying potential clients/customers
- Locating experts
- Competitive intelligence
- Recruiting
- Creating community among customers
- Internal K M

SNSs for Affinity, Advocacy, and Nonprofit Groups

- Networking, building professional or membership community
- Job information
- Sharing areas of expertise
- Monitoring changes among groups members' work situations

SNSs for Independent Information Professionals

- Company branding and marketing
- Identifying potential clients
- Locating experts
- Competitive intelligence
- Networking/building professional community

SNSs for Your Career - Now It's About..

- What you know
- Who you know
- Who knows about you
- What they know about you
- Especially, what they know about *what you know, and what you know how to do*

Ways to Use SNSs to Build Your Career

- Personal/professional branding
- Getting visible
- Building your professional community
- Job hunting
- Others?

Resources to Get You Started

- **“Build your business with Liz Ryan’s ten LinkedIn tips,”** *LinkedIn Notes* blog, posted Nov 8, 2005; accessed Apr 5, 2007 at: <http://linkedin-notes.blogspot.com/2005/11/build-your-business-with-liz-ryans-ten.html>
- **“How to build your network,”** Brian Uzzi and Shannon Dunlap, *Harvard Business Review*, Dec 2005; accessed Apr 5, 2007 at: http://www.kellogg.northwestern.edu/faculty/uzzi/ftp/uzzi's_research_papers/uzzi_dunlap%20hbr.pdf
- **“How to increase your payback from using LinkedIn,”** *Global Human Capital Journal*, Mar 17, 2007; accessed Apr 5, 2007 at: <http://globalhumancapital.org/archives/154-The-Unofficial-LinkedIn-Users-guide-for-Executives-and-Professionals.html#extended>
- **“LinkedIn profile extreme makeover,”** Guy Kawasaki, *How to Change the World* blog, posted Jan 16, 2007; accessed Apr 1, 2007 at: http://blog.guykawasaki.com/2007/01/linkedin_profile.html

Resources to Get You Started (con't)

- **“LinkedIn tips: step-by-step,”** Rick Upton, *LinkedIn Notes* blog, posted Jul 16, 2005; accessed Apr 2, 2007 at: <http://linkedin-notes.blogspot.com/2005/07/linkedin-tips-step-by-step.html>
- **“Searching for a job with LinkedIn,”** Konstantin Guericke, *LinkedIn Power Forum* blog, cited in *LinkedIn Notes*, posted May 18, 2006; accessed Apr 1, 2007 at: <http://linkedin-notes.blogspot.com/2006/05/searching-for-a-job-with-linkedin.html>
- **“Social networking for businesses & associations: executive briefing,”** Cerado, Sept 30, 2006; accessed Apr 2, 2007 at: <http://www.cerado.com/download/Cerado-Haystack-Executive-Briefing-Social-Networking-for-Businesses-and-Associations.pdf>
- **“Ten ways to use LinkedIn,”** Guy Kawasaki, *How to Change the World* blog, posted Jan 4, 2007; accessed Apr 6, 2007 at: http://blog.guykawasaki.com/007/01/ten_ways_to_use.html

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