Social and Professional Networking Success
Social Media Revolution 2011
Traditional Networking...Getting Started

- Basic voicemail and email etiquette
- Personal friendships (family-friends-peers)
- Professional relationships/association groups
- Student social and professional organizations
- Community organizations/alumni associations
- Sports, clubs, commuting, waiting in line
- Requesting an informal or information interview
- Arranging a mutually convenient date/time/location
Five Areas of Networking Preparation

• **Yourself**: Assess your skills, interests, strengths, weaknesses. Bring your resume, networking or business cards, portfolio or other promotional materials.

• **Your goals**: Acquisition of specific knowledge or advice, career guidance, general communication?

• **The Organization**: Focus on its mission, purpose and outcomes.

• **The Person**: Due diligence on the person (notable recognitions, awards, publications, involvements).

• **Questions**: Prepared in advance, open-ended and focused on actual responsibilities and job requirements of the person you are meeting.
Perception is Reality...Yours AND Theirs!

- What perception are you offering to those who see you?
- Others’ perceptions can shape our self concept and self esteem
- Thoughts lead to actions and negative perceptions of self and the world we live in cause us to prove ourselves right
- Do not let perceptions define you *in person* (hygiene, dress and adornment) *or online* (photos or profile)

  “Reality is merely an illusion, albeit a very persistent one.”
  - Albert Einstein
Following Up

After-meeting Evaluation

- Critically evaluate/reflect on the information you obtained, keeping notes accessible for future reference
- Thank you letter within 48 hours, showing appreciation, will keep your name (and interest in them) in their mind

Key Respect Aspects

- Time-never ask for too much; mind the clock, be professional
- Gratitude-prompt follow up, without over doing it
- Confidentiality-never cite a contact’s name without permission
- Updates-periodically inform contacts on progress and how they assisted
Being Visible Without Really Trying

• Ask a question at a conference
• Make a point at a meeting
• Write letters to your industry magazine/journal
• Introduce yourself to lots of people at an industry show or ball
• Offer to get a drink at the bar for someone at a social event
• Discuss a book with an industry leader/author
• Wear a bright tie or other unique accessory (in good taste)
• Make people laugh
• Have an opinion on everything, but keep an open and positive mind
• Offer an unusual business card, or write a ‘reminder note’ on a classic one
• Recast your resume/CV to be different from the rest
• Take up an unusual, but not too unusual hobby
• Volunteer for your favorite charity
Ten Ways to Build a Good Network

• Make sure your network includes an executive
• Constantly build relationships to avoid stagnation
• Begin dressing for success—always look sharp and ready to work
• Get a mentor and mentor others
• Find a champion
• Keep your connections up to date
• Check in about career opportunities
• Consider connecting with recruiters/headhunters
• Make sure your references are recent
• Ensure YOUR profile is current
Virtual Network-Etiquette

- Create a user-friendly profile – not too long or too short
- Invite only true friends and acquaintances to connect – don’t spam
- Value relationships over transactions
- Be clear about your intentions when making a request
- Gratitude is key - offer reciprocity
- Pass along requests promptly
- Avoid boilerplate text – make it personable
- Don’t abuse your network
- Be honest - don’t invent history to impress
- Play by the rules
Hollywood star/Twitter legend Ashton Kutcher, announced his troubles dealing with the magnitude of his Twitter account.

Posting directly to Twitter, he keeps his 8 million followers entertained with random thoughts, insights and personal discussions.

**Even Celebs Need Social Media Management Teams**

After the firing of Joe Paterno, Kutcher published a tweet in his defense — without investigating why the man was fired in the first place.

As it turns out, Paterno had covered up an incident of child rape, not something you want to be aligned with.

The outpouring was tremendous and violent with followers protested by sending Kutcher thousands of hate tweets.

Eventually recanting and, apologizing, he came to this realization: he is not qualified to speak to 8 million people.

With such a large, powerful following behind him, his tweets affect people.

He now filters all of his social media posts through a social media management company.

It’s the only way he can prevent this from happening again.
MySpace Profile Can Cost Student-Teacher Her Degree, Judge Says

A federal judge has ruled against a former student who sued Millersville University of Pennsylvania for denying her a degree in education in connection with an online photo of her drinking, The Washington Post reported.

The former student, Stacy Snyder, sued Millersville in 2007. A year before, the nearby high school where Ms. Snyder was student-teaching had barred her from its campus days before the end of her semester-long assignment. Prior evaluations had criticized her competence and professionalism in the classroom, the legal decision says, but the school’s discovery of a photograph of Ms. Snyder on MySpace — with the caption “drunken pirate” and a note alluding to her strained relationship with her supervising teacher — precipitated the decision to end her assignment.

That prevented Millersville from awarding Ms. Snyder a bachelor’s degree in education. Instead, the university reclassified some academic credits and gave her a degree in English, a decision she appealed and lost. When she sued, alleging violations of her free-speech and due-process rights, she sought the degree in education.

The judge, Paul S. Diamond of the U.S. District Court in Philadelphia, had already thrown out Ms. Snyder’s due-process claims, and his decision on Wednesday dismissed her free-speech claims as well.

“She was more a teacher than a student,” the decision says. Employees’ speech is constitutionally protected if it relates to matters of public concern, which Ms. Snyder’s MySpace post about her supervising teacher did not, it says. The judge also chronicled her negative performance evaluations.

Legally, students can say more, Ms. Snyder’s lawyer, Mark Voigt, told the Post. “Because she was some sort of de facto employee,” he said, “she got fewer rights than would be afforded the average student.”
Guilty of Drunken Driving and Insensitivity
Local Networking Options

Clean up your facebook, then…
Alumni Association and Career Services
Sun Devil CareerLink - Career Information Network (CIN)
Networking on LinkedIn (Help Center to Learning Center)
Local Chambers of Commerce
Community and Fraternal Organizations
Phoenix Business Journal
Southwest Job Network (Formerly Scottsdale Job Network)
Contact Us

110 Academic Center Building
Mesa, Arizona 85212
T: (480) 727-1411
F: (480) 727-1904

CareerPreparation@asu.edu
http://www.students.asu.edu/career

facebook.com/CareerPreparation