

# Using Social Media for Networking

How To Build Your Professional Network and  
Connect with Influencers on Social Media



Course Book

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# Introduction

## What is Social Media Networking?

There's a saying that goes, "It's not who you know, it's who knows you." And in today's world, social media provides an invaluable way for you to gain that type of visibility. You can use social media to build relationships with colleagues, other influencers in your industry, potential clients, partners, and anyone else who could become a valuable resource in the future.

Social Media Networking is about building relationships and potentially lucrative connections with different types of people via different social media channels, such as LinkedIn and Facebook. On social media, you can connect with people who share your interests or have a need for your services, regardless of where in the world they're located.

Even though Social Media Networking is done online and not in-person, it's still all about genuine engagement - creating relationships, interacting with professionals who share your passion, building your following, and connecting with your online audience.

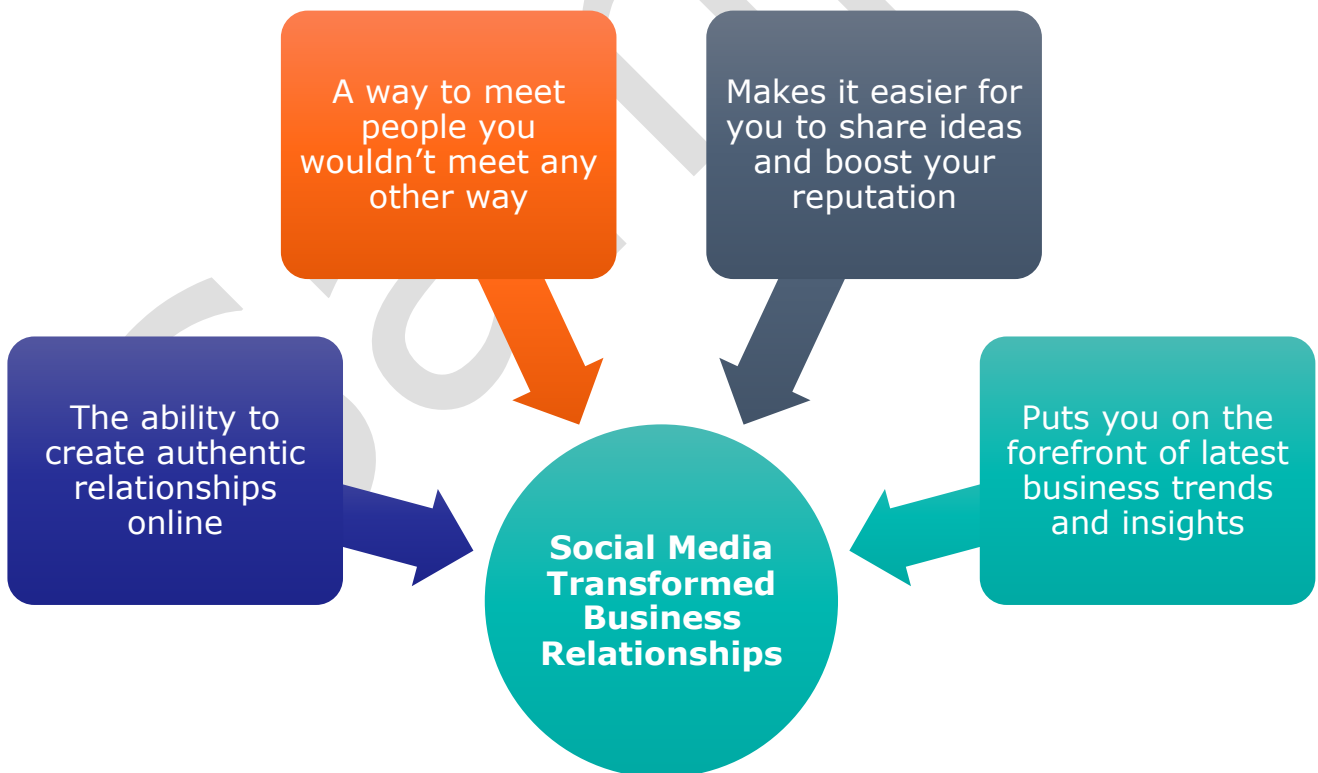
Building a strong social media network can benefit your career and business in many ways. But, it's important to know that it's not a one-way street: you should give as much as you take and provide value to your audience. This means helping others, providing solutions, and even introducing connections. You can also use Social Media Networking to share ideas, seek feedback, and increase your credibility.

One word of caution before we dive into the course: Like any type of relationship-building, Social Media Networking takes time. So, get started right away.

*"Everyone should build their network **before** they need it." - Dave Delaney, New Business Networking*

## Benefits of Social Media Networking

Social Media has transformed the way people build relationships in business. Networking on social media platforms can help you both as an individual and as a business in a variety of different ways, including:



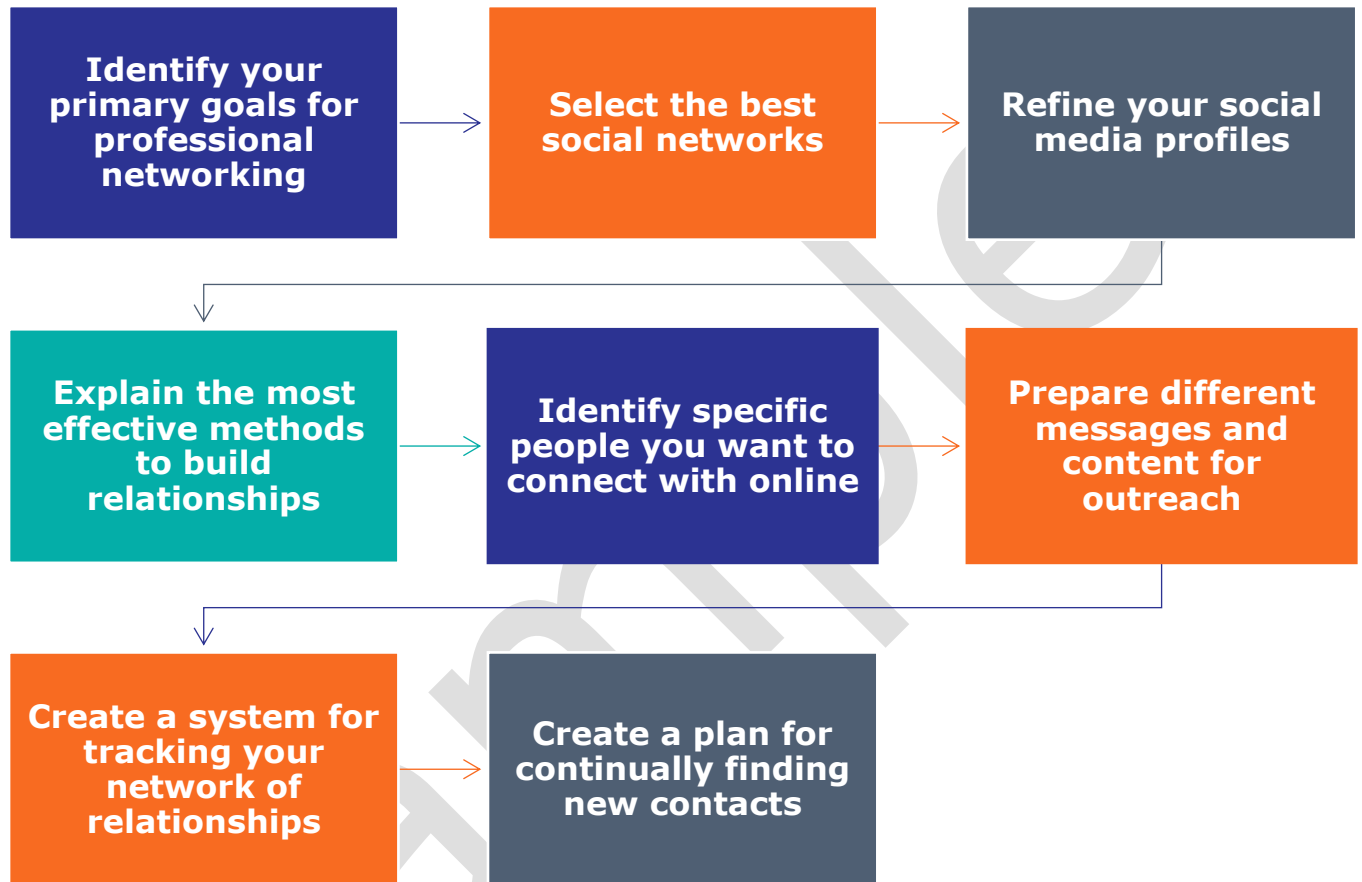
**Authentic Relationships.** Despite being online, you can forge real, authentic relationships with your connections through social media. Reach out to your connections for help, feedback, support or advice and also give them those things in return. This gives you more connections to call upon when you need them. You can then use those connections for information, referrals, partnerships, and more.

**Expanded Reach.** Social Media Networking lets you connect with the billions of people all over the world who are online everyday - people you'd never meet any other way. You can also connect with people you've met offline and want to build further relationships with. One of the best parts? You're online already so it's easy to make it a regular part of your daily schedule.

**Personal & Business Growth.** Use Social Media Networking to share your ideas and boost your reputation, making it easier to connect with new contacts (or even end up with them reaching out to you). You can control what people see and how your brand is presented. Social Media Networking also gives you the opportunity to meet future business partners, suppliers, clients, staff, and friends.

**Fresh Perspectives & Insights.** Through Social Media Networking, you gain access to the latest business trends and what's happening in your field, putting you on the forefront. Learn best practices by following other businesses and learning what works or doesn't work for them. Engage directly with your customers, so that you can get the inside scoop as to what they are thinking and feeling, while showing them you care about their thoughts and opinions.

Here is your roadmap through the course:



## Learning Objectives

By the end of the course, you will be able to:

- Recognize the benefits of using social media to grow and nurture your professional network, so you can attract new customers and have a ready source of contacts to tap for information, referrals, partnerships, support, and more.

- Identify your primary goals for professional networking, regardless of where you're doing it, so you have a focus in mind before creating a social media networking plan.
- Select the best social networks for your goals, so that you aren't wasting precious time online.
- Refine your social media profiles to reflect your core message and business goals, so that any new connection can quickly understand who you are, what you do, and the value you offer.
- Explain the most effective methods to build new and existing relationships on social media, including how these integrate with other methods, depending on your current relationships and your professional networking goals.
- Identify specific people you want to connect with online, both new and current contacts, so you start your social media networking with quick wins
- Prepare different messages and content for initial outreach, depending on your goals and the social platform, so you can catch people's attention and start off relationships on the most relevant track while keeping an open mind to other opportunities.
- Create a system for tracking your network of relationships and how you're interacting (online and offline) so you can follow up appropriately, decide on next steps, and continue to build relationships.
- Create a plan for continually finding new contacts through social media and developing relationships with them.

This course is broken down into 6 major modules to take you step-by-step through developing your Social Media Networking plan.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

### **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.



**ATTENTION:**

This is only an excerpt from our full course **Using Social Media for Networking**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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