



Social Networking Cheat Sheet

LinkedIn.com

A very popular business networking site that allows professionals to connect with colleagues and friends, search for jobs and even post a resume online.

- Choose a professional profile picture. Avoid all social pictures.
- Summary – In the summary field of your profile, be engaging but to the point. You want to grab their attention not turn them away.
- Filling out your bio – traditional resume guidelines apply here. Highlight your strengths and highlights. The main difference between a regular resume and a LinkedIn profile is that you'll have a wider range of people viewing your profile
- Your LinkedIn Connection List – You are encouraged to only add people that you know to your contact list. Your list is a reflection of you professionally and you don't want to hurt your reputation by one bad egg. Remember to make your list public because if you don't that is defeating the purpose of using LinkedIn.
- Recommend and Getting Recommended – Essentially this is an online "reference". They can highlight your skills and abilities for instant viewing for an employer. Consider supervisors, co-workers and advisors.

Facebook.com

Although it is popular on college campuses it is becoming popular in the business world. It does have more of a social aspect to it but it's a way to connect with colleagues, and just keep your friends up-to-date on your employment status.

- Choosing profile picture – err on the side of caution and avoid party pictures
- Filling out your biography – be short and concise. Consider altering your settings to limit what people can see. Avoid obnoxious and obscene – especially during the job search.
- Post content that highlights your personal interests and your professional areas of expertise but don't spam people. It will ruin your reputation.
- Watch your tone. It is important to maintain a neutral tone and be polite. You never know how the other person perceives your message. Also, don't expect people to understand. You need to be direct.
- Use your news feed to express your interested in finding a job in a specific area. You never know who is reading it and who they might be connected to in the field.

Other sites

Ning.com: Allows user to develop their own social network focuses on a specific interest or business.

Ryze.com: Focused to the field of business, this site allows professionals to create business connections, search for jobs and grow your network.

Orkut.com: This Google social networking site is most similar to Facebook in nature with its main purpose being social networking. It is not very popular in the US but is growing in other countries. You will need a Google account to get established.

SkyLounge.com: This site connects business travelers around the world. You can network with people while you travel as well as learn about the area in which you are traveling for business.

NetParty.com: Remember it's not all about work. It is important to network with other young professionals for social and networking events in your area. It's a great way to meet new friends when you move to a new area. Also consider looking online for local young professional associations.

Adgabber.com: A site that allows people in the field of advertising, communications, marketing and media professionals to share job-related ideas, events and opportunities.

Care2.com: For those environmentally conscious individuals looking to make a difference in their world, this site allows professionals to get involved in causes that their care about and learn about new green living initiatives.