Guest,

Welcome to:

Social Networking & It's Role in Business

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here:

Featured Guest:
Michael Utvich
Principal, Epsilon Interactive
Michael is a business consultant specializing in strategic communications, marketing and building online communities
Phone: (323) 655-4476
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Host:
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• In-depth Workstyle & Personality Assessments
• Interpersonal Coaching
• Workshops - Cracking The Personality Code
• Career Guidance
Who Are YOU?

Welcome to your Socially Networked Present (and Future)

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What if...

- You could instantly find the connections in your network to meet anybody you wanted?
- Monitor alliances and connections between your clients, partners and competitors on demand?
- Build a free broadcast network to engage the marketplace?

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What if... (cont.)

- Create a Social Store to present your products and services to customers and their friends?
- Monitor and participate in opinion leader dialogues in your industry and marketplace?
- Present your personal professional brand to a worldwide network of influencers - as well as potential customers.

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Your Web Presence

- The first step in using social media is learning how to tell your story and engage the online conversation.

- This presentation will focus upon your web presence - how others see you through media like LinkedIn and Facebook.

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Who were YOU?

- Your resume is about what you have done in the past
  - Professional achievements
  - Jobs held in your career
  - Educational details
  - Titles held
  - Promotions
  - Awards
  - Industry recognition
  - Speaking

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Who are YOU now?

- Profiles in social networking are about who you are and what you do now - in the present tense:
  - How you think, what you look for
  - Your angle on business and life
  - Cultural interests, affinities and connections
  - How you do what you do?
  - What people think about you in their own words?
  - What's the answer to your So What test?

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Social Networking Plan

- **Your Web Presence objective** - Who are YOU, and how to best present it?
- **Information about you** today, your background and experience.
- **Individuals and groups** of people you wish to interact with

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Social Networking Plan (cont.)

- **Content you need** including video, audio, presentations
- **Web 2.0 social media** select to meet your purpose.
- **Timing** and step-by-step

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For Example: LinkedIn

- Execute your a **social networking plan**
  - Go through contacts and add to LinkedIn
  - Invite contacts from casual meetings / business card exchanges to LinkedIn
  - Exchange endorsements with valued colleagues
  - Join Interest Groups
  - Monitor your contact connection links

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Now, Connect

- Think of content as foundation (something you point to that has value) and social networking actions to drive the conversation with your networks.

- The best social communicators demonstrate their knowledge by pointing out issues of interest. Did you know that? Played professionally is a key method to establish background, perspective and insight.

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Action Planning

- Develop a social networking plan
- Select your Social Network base (LinkedIn, Facebook, or other)
- Execute social networking plan daily
- Invite new contacts systematically
- Add new features (videos, photos, powerpoints) to your presence.

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