NAMS

Novice to Advanced Marketing System

SIZZLING SOCIAL NETWORKING

CHECKLIST

What is Social Media Networking?

- Social media allows you to gain visibility in front of an online audience.
- Social media networking is not an overnight process.
- You are able to make connections using the various social media arenas like Facebook, Twitter, and LinkedIn.
- Allows you to create authentic relationships with other professionals that share your enthusiasm.

Social media has changed the way people build business relationships, including:

- Making it possible for you to share ideas and boost your credibility
- Creating opportunities to meet people you wouldn’t have normally met
- Keeping you on the leading edge of current business trends

Learning Objectives

- Identify specific people to connect with online
- Create a way to track the connections you make
- Assemble various messages and /or content that relates to your social media goals
- Develop an ongoing strategy to find new contacts and build on your relationships
- Explain the most useful ways to build relationships

Learning Activities

List 2-3 of your professional networking goals as they relate to your business goals

Create an outline detailing your specific goals

Plan a scheduled amount of time for each phase of your goal

Build Your Social Profiles

- Focus on making quality connections
- Be selective in choosing which social media platform reflects you and your goals accurately
- Decide which social network you want to focus on

Channel Selection

Facebook

LinkedIn

Instagram

Twitter

Learning Activities

- Your goals, along with where the best potential connections are, should determine which social media channels you want to focus on.
- After you have selected your channels, build a complete social media profile.
- Your core business message should be reflected in your social media profiles.

Polish Your Profiles

Keep it to the point and concise

Start out with your skillset and expertise

Display your best content with pinned posts

Use a professional headshot

Your profile picture should be the same across all platforms

Set up your profile completely and fill in all the fields

Your profiles should be set up correctly before you reach out

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Successful networking is a result of strategically using the right tactics that support your networking goals.

Your options are either <u>indirect</u> or <u>direct tactics</u>.

Indirect Tactics

Indirect tactics are what you want to use when reaching out to people you can't contact directly right away or that you have never met. Unlike direct tactics that focus on one person at a time, you can usually reach a larger audience.

Ways You Can Indirectly Network

Following various company pages
Regularly sharing content
Posting your original content
Posting questions
Contributing to relevant discussions
Following influencers and pages
Being active in various groups

Direct Tactics

It is best to use direct tactics for existing connections that you already have. These are people that you are reaching out to that are already interested in your brand. Your direct approach is more likely to be effective and welcomed.

Common forms of this would be private messaging and cold emails. You should use your judgement when it comes to cold calling.

Make Your Presence Noticeable

- Keeping profile updated
- Regularly sharing and posting content
- Actively participating in groups
- Sending custom messages to each connection
- Sharing your upcoming plans

Develop Your Connections

- Do something for someone else without asking anything in return
- Use direct tactics when appropriate to message them

Discover Your Story

- Enhance what makes you unique to leave a memorable impression
- Use whatever it is that makes you stand out from your competition

Stay Professional

- Spelling and grammar should be correct
- Use your discretion on what you share
- Avoid cursing and using slang words
- Proofread lengthy posts
- Don’t be overly informal *or* formal

Be a Good Listener

- Try to “listen” to what others have to say and make a sincere contribution
- Avoid always talking about yourself or your business.

Timely Follow Up

- Most important step in follow up
- Easiest way to grow meaningful connections

Networking Successfully

Plan Who You Want to Connect With

Filter Your List

Create Contact Templates

Establish Network Systems for Growing Your Network

Expand You Network

Following Up

- Establish a habit of following up through messages, emails or phone calls to develop and build your relationships

Seek Prospects

- Look for any openings where you can meet with contacts you have made online

Review Your Process

- Review the process you have set up by evaluating the system you have put in place.

Be Inviting

- Send invitations to your connections for any upcoming events

Learning Activity

Use your list that you created in the previous section and add to the spreadsheet in order to fill in as much information as you can about them.

Decide how frequently you will reach out to your connections and will social media platform you plan to use.

Begin making connections and tracking their progress in the spreadsheet.

Remember that it takes time for your network to grow. Networking is about genuine engagement and building relationships. These things take time to cultivate but are well worth the effort that you put into it.