Is Proficiency in Social Networking a Professional Competency?

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Gameplan
Proficiency in Social Networking IS a Professional Competency

• Facebook is an engine that can be used in any way the user sees fit.

• Opportunities for ongoing face to face interaction are not common. Something must fill the void

• Use Facebook to provide the impetus for a future meeting

• Double back to LinkedIn to study the professional and educational history of the person you are scheduled to meet

• By visiting a person’s LinkedIn profile prior to a meeting, you also send a message that you are thorough in your preparation.
Practicing What I Preach

- Meet at conference, and either have very brief conversation, more in-depth and meaningful conversation, go to eat together, go out at night.

- Connect on LinkedIn as a professionally acceptable next step. LinkedIn is the professional way of saying “I would like to have a light ongoing connection with you now that we are no longer at the conference”.

- Once that connection has been made, it is a gateway for a Facebook connection, which carries a far superior relationship development capability.

- 2-4 weeks later, we connect on FaceBook and begin to advance the relationship.
Example In Bond Building

• Met Joe at a conference

• I first connected with Joe on LinkedIn

• Weeks later, I connected with Joe on Facebook

• I engaged some of Joe’s posts. While initially reserved, he began warming up to my positions on various topics

• He found my posts to be insightful as well as entertaining

• We ultimately found commonality via a professional sports team

• The next time we saw each other at a conference, we gave each other a hug and made it a point to meet up for dinner. We have been friends ever since.
Something to Talk About

Topics may include:

- Current events
- Industry-specific commentary or articles
- Comedic life observations (Jerry Seinfeld style)
- Comments about my favorite sports teams
- Vacation updates
- Family observations
- Pictures with those respected in the industry

*All observations must be disciplined*
I begin a thread with a subject that attracts interest and opinion from a variety of people on my friends list.

Responding to me and responding to each other are childhood friends, friends made during adulthood, family, former and current business associates, industry associates, etc.

I am no longer someone who simply wants something from other people (a student looking for a mentor, a job tip, a meeting) but someone who has humanized himself.
Develop Your Own Social Media Muscles

1. For your own professional development
2. Relationship development with your students
3. Target your audience
Your Own Professional Development

Flex your own social media muscles in a manner that raises your level of industry knowledge, strengthens your network, and assists you in evolving as a career counselor. Results:

(a) enjoy the benefits as they relate to your own career

(b) speak with students about social media usage from a place of practical application and experience
Relationship Development with your students

- Practice what you preach by using social media to build stronger relationships with those to whom you cater your service. Establish a multi-dimensional communication platform with your students.

- Remove traditional barriers by allowing students to observe you indirectly via social media interactions that do not involve them.

- For those of you who have fundamental opposition to Point #2…….
Teach students to use LinkedIn and Facebook in concert with one another for the following:

(a) networking with hiring managers in the allied health field
(b) networking with influencers at target companies
(c) general industry networking
(d) general corporate networking
(e) establishing relationships with mentors who can provide career advice as well as direct feedback regarding resume, cover letter, interviewing, portfolio, and more
Workshop Exercises

• Examine your own LinkedIn account
  - Is it current?
  - Is it robust?
  - Endorsements & Recommendations. Giveth and you shall receive
  - Search and invite (how to ask)
  - Evaluate current connections and invite a select few to be your Facebook friend

• Make friend requests in Facebook
• Become a thought leader on Twitter as well