



## **Building Connections and Networking Online**

Leader – Connie Reece, Austin, TX – Every Dot Connects

### **Session Notes**

Twitter, Facebook, LinkedIn.....and all these other online tools allow you to build relationships for work and play, but when does information overload set in? Connie Reece will talk about how to effectively manage it all.

#### **CONNECT**

##### 1. Where to find the people you want in your network

- thought leaders in your industry
- bloggers you read
- e-mail contacts
- friends of friends
- "Don't ignore the fringe player" (Chris Brogan)

##### 2. How to invite them to connect

- if socnet\* allows, send a note w/ the invitation
- show commonality of friends or interests

\*socnet = social network; mostly Facebook, Twitter & LinkedIn for this session

##### 3. Set a friend policy

The goal is not to get the greatest number of followers/friends but to build relationships. Friendship implies a certain level of trust.

Don't be afraid to use the block / ignore feature; it serves a purpose.

Different people have different friend policies:

Robert Scoble, Chris Brogan - add all followers

Shel Israel - establish a connection first

<http://redcouch.typepad.com/weblog/2007/08/my-facebook-fri.html>

#### 4. Use your profile to create a personal brand

Use your photo

Use your personal name or consistent ID

Use your name/ID as part of your URL

Provide link to web site / blog

Give pertinent details about yourself / business

I have a 30-second rule: when I check your profile, if I can't discover in under 30 seconds why I should connect to you, I'll pass. Provide the info I'm looking for.

#### 5. Make it easy for people to find you

add URL to business card, e-mail sig

add socnet widgets to your blog

### **CULTIVATE**

#### 1. More than a résumé (LinkedIn)

Get creative; don't make your profile read like a typical boring résumé

Ask / answer questions

Ask for and write recommendations for those you know

Use the Introductions feature to connect others

#### 2. What are you doing? (Twitter)

make an observation, ask a question

use tinyURL or URLtea for links

don't break the word wrap feature by using overly long lines w/ no spaces

learn how to use DM and @ for Replies

inject some humor into the conversation

### 3. Use as marketing tool, but don't spam

On all these socnets, walk the line between marketing and spam.

It's okay to provide links to your blog in Twitter, for example, but if that's all you do, you won't be successful at making / keeping friends. Talk to people -- carry on a conversation!

Be sparing with mass e-mails in Facebook.

### 4. Poke is the new ping (Jeff Pulver re: Facebook)

Yes, poke is silly; but it's a quick and easy way of saying, "Hey, I'm thinking about you."

Subscribe to friends' status updates; use the info to make contact

Use the birthday feature to reach out and say hello

Import your blog feed into Facebook

You do not have to add every application, join every cause or share every event someone sends you -- you're in control.

Use your privacy settings to control the amount/type of information others can see on your profile page

Try taking 15 minutes a day and scroll through your friends list. When you see a name you haven't heard from in a while, write a quick note on their FB Wall. The next day, pick up where you left off.

### 5. Take it to the next level: face-to-face

It's great making connections online, and even better taking that connection to the next level with a face-to-face meeting. If you've been cultivating your connections, you'll know when an online friend will be in your area or vice versa. Take it as an opportunity to extend the conversation by getting together for coffee or a meal.

The Crawford, TX White House Press Corps Old-New-Social Media Summit Tweet-up (Jim Long, Verge New Media)

The Great BlogOrlando Scrabble Tweet-up (Geoff Livingston, Buzz Bin)

## **S.O.S. - DISCONNECT**

### 1. Shiny Object Syndrome

Are we multitasking our minds into mush? Too much competes for our attention and we are easily distracted.

### 2. Socnet fatigue: Find the best, drop the rest

You cannot join them all. Which ones are the best? The ones that work for you because your "tribe" is there.

### 3. Use mobile versions of Twitter and Facebook.

You can poke and tweet while on the go; it takes a minimum of time to keep in touch.

### 4. Know when to disconnect

Show respect. Avoid the "Blackberry Prayer Stance" in meetings -- you know the pose: your head is bowed and your fingers are texting.

It's not about the technology; it's about the people.

## *The Online Lives of Connie Reece*



### *My websites*

Reece & Company - <http://reeceandcompany.com>  
Every Dot Connects - <http://everydotconnects.com>  
Social Media Club (international) - <http://socialmediacub.com>  
Social Media Club Austin - <http://austin.socialmediacub.com>

### *My lifestreams*

TumblrWeeds - <http://conniereece.tumblr.com>  
(note: contains everything I create or bookmark online; content-intensive site)  
Reverie - <http://reverie.tumblr.com>  
(musings from my Second Life alter ego, Reece Llewellyn)

### *My presence / microblogging sites*

Twitter - <http://twitter.com/conniereece> [my personal favorite]  
Jaiku - <http://jaiku.com/conniereece>  
Pownce - <http://pownce.com/conniereece>

### *My bookmarks*

Delicious - <http://del.icio.us/conniereece>

### *My photos*

Flickr - <http://flickr.com/photos/conniereece>

### *My events*

Upcoming - <http://upcoming.yahoo.com/user/101364/>

### *My social networks*

Facebook (my profile: <http://profile.to/conniereece>)  
LinkedIn (my profile: <http://linkedin.com/in/conniereece>)  
Second Life - Reece Llewellyn

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