**How to use Social Networks**

How can you get organized to ensure social networking addresses your needs and objectives within and time you have available to spend on it?

The answer is dependent on YOU answering these questions:

- **Who are you?** (Title, position, activities and involvement).

- **What are your goals?** (Short term / medium term).

- **How much time can you spend on social networking?** (Measuring it in hours / days - hours / week - days / month / weekend / evenings etc)

Build a reputation and visibility on social networks

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| **Have in mind Positive points & interests** | **Have in mind Negative points & risks** |
| - Increase professional visibility, find a new job and expand activities.  - A way to exchange, learn, brainstorm and open your mind.  - Maybe find new friends.  - Share information about a cause.  - Not to replace real networks. | - Time consuming (but not time loss). You must be active regularly by updating your profile, adding new elements and contributing to online discussions.  - Degree of Exposure (you have choices to make and must be careful on what you share as everyone could see it and it is difficult to erase a mistake). |
| **Which types of social networks?** | **The best approach is similar to real life …a little of everything, but gradually.** |
| - Female network or open to both genders? - Specialist network or generalist? - Company internal or external network? | A mix of it |
| Twitter: a means to finding news – to find opinion leaders before becoming one ☺ -you’re not obliged to be a star on Twitter.  Your blog or website (careful it is very demanding).  Slide share (expertise)  YouTube (video) sometimes useful to present a product, a survey, a project. | Linkedin page (THE minimum).  Linkedin groups (few by topics of interest where you are able to provide AV).  A Facebook professional page depending if it is your job, company, association, NGO).  Others: Google+ groups. |

