“The challenges that must be solved have become so complex that many can no longer rely solely on their own internal innovative geniuses.”

(Edition 1, 2018)
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Networking Strategy

Social media networking is the process of using internet-based publishing technologies to construct a public or semi-public profile, show a list of connections, view and exchange lists of connections made by self or others within a system (Strehlke, 2010).

1. Social media strategy goals
   a. ☐ Building and cultivating quality professional networks
   b. ☐ Leveraging core advisers’ insights to solve your biggest career challenges

Evaluation: Social Media Circle

- LinkedIn: XXX
- Facebook: XXX
- Twitter Following: XXX
- Twitter Followers: XXX
The Dream Team: Professional Core Connections

Core connections should result in more learning, less bias in decision making, and greater personal growth and balance (Watkins, 2013).

- **Technical Advisers**
  - _Asks:_ What do we want to achieve?
  - _Answers:_ How we achieve it

- **You**
  - _Asks:_ What are our options?
  - _Answers:_ The impact of our actions

- **Cultural Interpreters**
  - _Asks:_ What is the issue requiring action?
  - _Answers:_ The best option to pursue

- **Political Counselors**
Major Career Challenge

The biggest (ONE) challenge facing me in my career is:

Managing biases of decision makers

Major Challenge at Work

The biggest (ONE) challenge facing me at work is:

Completing projects on time and on budget
The First Step

Social media impression management goals

☑ Building and cultivating quality professional networks
☐ Leveraging core advisers’ insights to solve your biggest career challenges

Identify Professional Core Team

Technical Advisers provide expert analysis of technologies, markets, and strategy. They help you by providing timely and accurate information and suggest applications for new technologies (Watkins, 2013).

Criteria for Selection

☐ Solid industry knowledge (Education and Experience)
☐ Shares best practices
☐ Increases market awareness
☐ Provides reliable and current information
☐ Makes evidence-based conclusion

Technical Adviser Core Team Members

Are chosen from your existing social media network and connections outside of your network might be recommended if deemed necessary.

1. ☐ Technical Adviser #1 [Reviewed and picked by your Career Strategist from MyJobShine]
   First Name, Last Name
   Social Media Address <----- Click here to view your adviser!

2. ☐ Technical Adviser #2 [Reviewed and picked by your Career Strategist from MyJobShine]

3. ☐ Technical Adviser #3 [Reviewed and picked by your Career Strategist from MyJobShine]
Cultural Interpreters help you understand an organization’s culture and adapt to it (if that is your objective). They provide you with insights into cultural norms, mental models, and guiding assumptions. They help you learn to speak the language of your organization (Watkins, 2013).

Criteria

☐ Gives developmental feedback
☐ Able to challenge your decisions
☐ 
☐ Provides personal support (Energizers, Cheerleaders)

Cultural Interpreters Core Team Members

Are chosen from your existing social media network and connections outside of your network might be recommended if deemed necessary.

1. ☐ Cultural Interpreter #1 [Reviewed and picked by your Career Strategist from MyJobShine]
   First Name, Last Name
   Social Media Address <---- Click here to view your adviser!

2. ☐ Cultural Interpreter #2 [Reviewed and picked by your Career Strategist from MyJobShine]

3. ☐ Cultural Interpreter #3 [Reviewed and picked by your Career Strategist from MyJobShine]
Political Counselors help you deal with political relationships within your organization. They help you implement the advice of your technical advisers. They serve as a sounding board as you think through options for implementing your agenda. They challenge you with what-if questions (Watkins, 2013).

Criteria

☐ Understands decision-making processes
☐ Translates technical advice to actionable tasks
☐
☐ Offers influence
☐ Acts as a link between you and your mission
☐ Comfortable with conflict resolution
☐ Acts as a link between your industry and your mission
☐ Source of reliable information

Political Counselor Core Team Members

Are chosen from your existing social media network and connections outside of your network might be recommended if deemed necessary.

1. ☐ Political Counselor #1 [Reviewed and picked by your Career Strategist from MyJobShine]
   First Name, Last Name
   Social Media Address <----- Click here to view your adviser!
2. ☐ Political Counselor #2 [Reviewed and picked by your Career Strategist from MyJobShine]
3. ☐ Political Counselor #3 [Reviewed and picked by your Career Strategist from MyJobShine]
Social Media Profile General Evaluation

Innovation is increasingly about having groups of people come together to leverage their diverse talents and expertise to solve multi-faceted challenges that cross multiple disciplines (Luksha et al., 2015).

Include

Result: X out of 13 checks passed

1. ☐ Information about skills, education, work experience and career goals
2. ☐ Relevant role-specific keywords
3. □ Consistency with resume
4. □ Search tools visibility
5. □ Awareness of private and public information boundaries
6. □ Appropriate Photographs
7. □ Appropriate comments, likes, retweets, and tags
8. □ List creation (FacPDF) to limit network’s access to content
9. □ Account setting (FacPDF) to reflect approval of tags and wall postings before display
10. □ Strong (LinkedIn) recommendation/endorsements
11. □ Profile (LinkedIn) linked to schools where degrees were received
12. □ Follow (LinkedIn, FacPDF, Twitter) company pages (where you would want to get a job)
13. □ Tweets contain (Twitter) hashtags to make topics easily searchable

Do Not Include

Result: X out of 7 checks passed

1. □ Communications which involve copyright infringement of workplace materials
2. □ Material that is detrimental to own’s reputation
3. □ Speaking on behalf of company without authorization
4. □ Badmouthing previous employers and former colleagues
5. □ Posts that violates confidentiality obligations imposed by law (i.e. HIPAA)
6. □ Content used to defame, abuse, threaten, harass, invade the privacy of, or discriminate against or cause injury
The Last Step – Completed by You

The best advise comes from a place of an open and honest dialogue where there's a feel of mutual trust and respect for each other’s opinions and judgement.

Ask your core connections for advice on your career and workplace challenges.

☑️ Building and cultivating quality professional networks
☑️ Leveraging core advisers’ insights to solve your biggest career challenges

Connect – Social Media Message Template (Existing, familiar connection)

Message Template Sample 1

Hi [First Name],

I’ve always heard great things about your work, especially when it comes to [Enter skill here, i.e., marketing, closing sales, team building]. Hopefully, we’ll get the chance to work on a project together soon!

All the Best,

[Your First Name]

Message Template Sample 2

Hi [First Name],

I’m so happy to have been able to join your [Department name] team. I look forward to being part of such an innovative and dynamic group, and I’m excited to be able to contribute. See you around the office!

[Your First Name]
Message Template Sample 3

Hi [First Name],

It was such a pleasure working together at [Company name] from [Year] to [Year]. Your [Specific skill, i.e., systems integration] skills were outstanding—can you imagine if we had to [Pick a common pain point]? If you have the chance, I’d love to catch up and learn more about what you’re doing in your role at [Current place of employment].

Best,

[Your First Name]

Connect – Social Media Message Template (New, unfamiliar connection)

Message Template Sample 1

Hi [First Name],

I’ve been following your work with [Company name] for the past year, and I’m impressed with all you’ve accomplished. I’d love to hear more about your work and be able to keep in touch.

Thanks,

[Your First Name]

Message Template Sample 2

Hi [First Name],

I’m also a member of the [LinkedIn/FacPDF group name], and I always find your posts to be incredibly helpful and thought-provoking. I’d love to be able to keep in touch and hear more about your work.

All the Best,

[Your First Name]
Message Template Sample 3

Dear [First and Last Name],

I’m a recent college grad interested in working in [Industry Name Here]. For the last year, I’ve been following your work for [Adviser’s Current Company], and it’s really impressed me. I particularly loved your [Mention specific work here]—that [One sentence description that shows you read the work]. If you have 20 or so minutes, I’d love to hear more about how you started working in the field and what skills you believe are most relevant to the profession.

Thank you so much,

[Your First Name]

List of advice for (ONE) challenge facing me in my career

- [Type here]
- [Type here]
- [Type here]

List of advice for (ONE) challenge I’m facing at work

- [Type here]
- [Type here]
- [Type here]
Get Social and get Hired: Using the Power of Networks to Advance your Career
In-text: (Harrison, 2014)

Impression Management: A Literature Review and Two-Component Model
In-text: (Leary and Kowalski, 1990)

How to Effectively Network/Communicate in International R&D projects
In-text: (Luksha et al., 2015)

Capitalizing on Social Media for Career Development
In-text: (Escoffery et al., 2017)

Social media and impression management: Veterinary Medicine students’ and faculty members’ attitudes toward the acceptability of social media posts
In-text: (KEDROWICZ, ROYAL, and FLAMMER, 2016)
A Social Media Primer for Professionals: Digital Dos and Don’ts
In-text: (Bernhardt, Alber and Gold, 2018)

Social network sites: a starting point for career development practitioners
In-text: (Strehlke, 2010)

The Changing Role of Social Media in the Job Search and on the Job
In-text: (Schreiber, 2018)

Managing Yourself: A Smarter Way to Network
In-text: (Cross and Thomas, 2011)

The First 90 Days, Updated and Expanded
In-text: (Watkins, 2013)
