

Social Networking Training Facilitator Guide

Professional Use of Social Networks: WHY?

15 minutes

Overlapping Networks

Have you ever socialized with work colleagues? Ever been offered a job/internship from a social contact (such as your parents' friends?).

Discussion

Prior to teaching this course, sign up for and actively use LinkedIn, Facebook and Twitter. Not only do you need to understand the applications, your personal experiences will be helpful during the discussions.

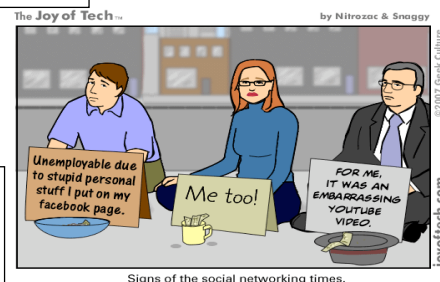
Keeping social and professional networks separate is difficult and works against your best interests. Often, opportunities come our way because of the knowledge others have of our character, knowing we are honest and hardworking, NOT always based upon our skill set.

Have a personal example ready of how your networks overlap and how recognizing your networks has benefited you.

If your social and professional networks offline have some overlap now, can you imagine intentionally integrating your social and professional networks online? What challenges would you face?

Discussion

This is an opportunity for the participants to be open about their concerns regarding overlapping their networks.



Signs of the social networking times.

Since your world, up to this point, has revolved around the social, your online identity likely represents the social you. Your challenge now is to adjust that identity to represent the whole you, limiting access to pieces of your identity that are strictly social.

LinkedIn

facebook

twitter



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Developing Our Networks

How do we adjust our current networks into a strong network that can be used professionally?

1. Don't limit your connections to your friends only. Who is doing that now? (ie. Avoiding connecting to family, your parents' friends or professional connections?)
2. Integrate your social and professional networks.

This section requires a delicate balance of helping the participants recognize both the realities of communicating online and the benefits. Yes, the Internet requires us to recognize how information is transferred but it also expands how we communicate and with whom.

Our Digital World

Who knows how to copy and paste? Have you ever had a text, a Facebook post or any other digital content copied and pasted when you had preferred it not be? Ever have digital content of your creation modified and then reposted? Our job today is not to scare you into avoiding social networks or avoiding the Internet (can you imagine???) but rather to help you recognize:

Discussion

- How we as individuals and we as professionals communicate and collaborate digitally – Do you think professionals will ever revert to not using the Internet or mobile devices to communicate and collaborate? Of course not. The challenge is exactly the opposite. Professionals continually struggle with what digital tool is most appropriate for what need.
- The realities of digital communications:
 - Deleting a digital post is not as permanent as setting fire to a handwritten note. Backups, archives, data/content pushing all result in the ambiguity of deleting digital content.
 - Digital content is easily forwarded and reposted. Sometimes this is a good thing and sometimes it is not. Regardless of how we view this phenomena, it is a reality.
 - Private information is no longer, by default, private. If you want information to be private, you must take steps to make it so. For example, avoiding mentioning your address or even your neighborhood on social networks is a conscious act. Know who has direct access to your posts in your social networks and recognize that others may have indirect access.

Facebook tagging is likely to come up during discussion in this section and again in the Facebook section. Encourage the participants to describe their knowledge of how tagging works, including stories of how it has benefited them or not benefited them.

Professional Use of Social Networks: HOW?

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Note the newness of online social networks. Ask the participants how often Facebook changes its structure, appearance or policies. The answer – every time we turn around! This all means we must continually pay attention to how our chosen social networks are changing, in order to adjust our usage and applications settings as necessary.

Some participants will be hesitant of using their personal social networks professionally. Use the Watch, Listen and Learn section to encourage them to notice how others use social networks professionally. Ask if they know anyone who is currently using social networks professionally.

Be prepared to discuss traditional networking and how it differs from online social networking. Online social networking encourages further development of current relationships in addition to developing new relationships. Encourage the participants to think about how they judge colleagues based upon the whole person, not just their professional work.

Watch, Listen, Learn

Pay attention to how others use social networks and how you, yourself, are using social networks. You will quickly start to notice good uses of these networks, as well as inappropriate uses. Paying attention to how others use social networks will help you to create your own netiquette guidelines.

Experiment

Professional use of social networks is new. Actually, social networks themselves are new. In addition to their relative newness, the functionality and the potential of the social networks is continually changing. It changes based on technological adjustments and it changes as the users devise new ways of using the tools.

Focus on Relationships

Your primary reason for using social networks professionally is to build relationships. Begin to build a strong network now before you really need it. By “strong network” we do not mean “large network.” We mean “a genuine network” of folks who really know you and trust you. You could build this network without online tools; however, having and using social networks will speed up your network building.

Have you ever attended a traditional networking event? Attendees of those events trade business cards in the hopes of attracting new clients, getting referrals, or finding a job. How much can you learn about a person from a business card and a three minute conversation? Enough to recommend them?

Discussion

There’s a good chance you already have a strong network developed on various social networks.

Professional Use of Social Networks: HOW?

15 minutes

Facilitator Guide

The Privacy Line

What information do you currently NOT share on your social networks? If you open up your network beyond the social, how do you adjust what you share? What kinds of information do you post now to your social network that you expect you will not want to share on a network that is both social and professional? We recognize there are currently many networks beyond LinkedIn, Facebook and Twitter and there are more being developed everyday. This means we cannot give you all the guidelines on protecting your privacy. What we can do is help you understand how information is spread so you can take the necessary steps regardless of what social network you are using.

Discussion

Be prepared to share how you have defined what is appropriate for YOU to share. Relay mistakes, if you can, which shows you are willing to make mistakes and that the newness of the applications requires experimentation. Discuss how privacy lines will vary per person based upon the personal preferences and their situations. A detailed discussion of how to control privacy settings will occur in the Facebook privacy section.

Have you connected any of your social networks? Facebook to Yelp? Twitter to LinkedIn? How do those connections impact your privacy?



Be Genuine

In your use of any social network, be genuine. Share aspects of who you are. Consider what you would be comfortable telling a new colleague in a coffee shop. That's what you share. Got a parking ticket today? Share it. Your life makes you human and it's easier to connect to humans than demi-gods.

The golden rule applies online just as it does offline. Treat others as you would like to be treated. The biggest difference with online communication is that what we post (OR communicate) online may live forever.

Being yourself means that you represent yourself unless your company specifically asks you to be their representative. This is the same online or off. (Tip – when interviewing, ask what if the company has a social media policy – doing so shows you understand social media while also respecting the company's position in regard to social media).





20 minutes

Use your LinkedIn profile as an example. It's ok to refer to your own profile as a work in progress, as it always will be.

Begin by asking if anyone is currently using LinkedIn. Determine how they are using it and how they think they could be using it.

Online Resume Plus More

LinkedIn

profiles often show up in the top results of an online search. A LinkedIn Profile is one place where you can control the online information about you. Take advantage of this fact. When you work on your LinkedIn Profile have your resume available so you can copy and paste when appropriate.

Connecting

Who should you connect with on LinkedIn? The value of LinkedIn is:

- Professional online profile of you - created, controlled, and updated by you.
- Contact information updated by your contacts.
- The possibility of warm introductions.
- Potential employers, partners, etc can clearly see any common connections you have (ie. a recommendation from a trusted source).

Discussion

Considering those value points, with whom do think you should connect? Connect to anyone who is likely to provide you with a warm introduction, if you request one. Connect to anyone who would refer to you favorably. Remember, often recommendations will focus upon your honor and your work ethic so do not ignore connections to neighbors, parents' friends, church acquaintances, professors, etc. An easy way to jump start your LinkedIn Connections is to upload your address book. You can do this by allowing access to your webmail or uploading a file of your address book.

Activity

For your LinkedIn Summary, complete 2-3 of the below statements (or something similar):

- I envision a world...
- I see the world as ...
- I am most proud of ...
- To date, my greatest accomplishment has been ...
- When I was I learned ...



Use of LinkedIn should not be a time consuming activity. Encourage participants to spend an hour setting up a profile then return to LinkedIn when needed.

On LinkedIn, do a search for someone you would like to be connected with. Do you have a 2nd level connection to this person? This means you know someone who knows her/him. A 3rd level connection? This means you know someone who knows someone who knows her/him. Is your connection someone you would be comfortable asking to provide a warm introduction to her/him for you?

Employers use LinkedIn to:

1. Post position openings.
2. Find potential hires.
3. Evaluate potential hires.

25 minutes

Mixing Social Benefit with Professional Benefit

If you mix your social network and your professional network on Facebook, how would you need to change your current use of Facebook? **Discussion**

Steps to Take Before You Mix Networks:

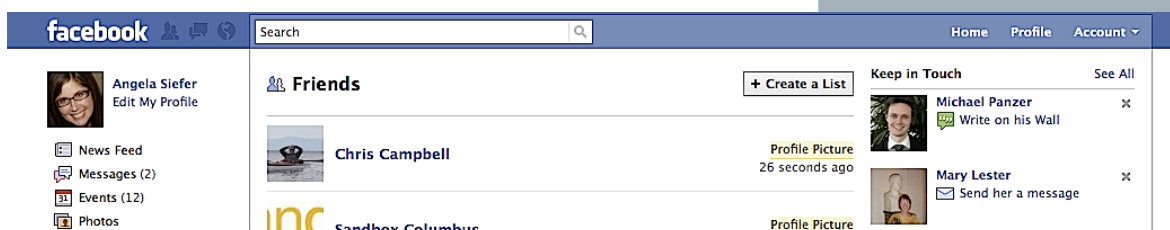
- Clean up your profile. Remove photos/videos you would not want your professional network to see. Remove tags of yourself on others' photos/videos.
- Inform your current network (multiple times) that you are integrating your professional network into Facebook, and that you appreciate their support. Make it clear that you WILL remove Friends who do not respect your decision.
- Ensure your personal information includes info such as employer, a short bio, and a personal email address that is appropriate for your colleagues to have (NOT hotchick@hotmail.com). Add a link to your LinkedIn profile under Website.
- Think through how your posts will change. What personal views and facts are you comfortable with your colleagues knowing about you?

Facebook Lists

One strategy to managing both social and professional networks in one Facebook profile is to use Facebook Lists.

- Create Lists for particular groups within your network such as Colleagues, Friends, Family. Account>Edit Friends>Create New Lists.
- Separate each Friend into a List.
- Configure what content is available to each List. Account>Privacy Settings.
- For whom would creating and managing Lists make sense? Your friends are likely to post something you would rather colleagues not see. There are likely items you would post for your friends that colleagues should not see.
- If you choose to use Lists, be sure to put all existing Friends into List(s) and each time you add a new Friend, determine which List(s) they go in. **Discussion**

Create a List



"On Facebook, 273 people know I'm a dog. The rest can only see my limited profile."



Ask what the default privacy settings are on Facebook. Answer – friends of friends. Ask if anyone has adjusted their privacy settings on Facebook and if so, how.

Use the activity on the right to step the participants through adjusting their privacy settings. As time allows, discuss each privacy setting and its relevance.

Privacy

How you adjust your privacy settings has a lot to do with how you intend to use Facebook and your professional situation. A teacher, for example, will limit his/her accessibility much more than someone in sales.

Relationships

Discussion

If you are using Facebook as a professional, what are the pros and cons of having filled out the Relationships section? Pro: Partners' Friends can more easily find you to add you as a Friend. Con: Removing an individual as your Partner on Facebook results in all your Friends being notified of the break up.

2 options:

1. Do not post information under Relationship
2. Change who has access to that information via Account>Privacy Settings>Customize Settings>Relationships.

Activity

Account>Privacy Settings

>Basic Directory Information

The default is for all basic directory information to be open to everyone. If you want to be found, leave these open. If you do not want to be found, change the settings.

>Sharing on Facebook

Adjust who sees what. How you configure your settings depends upon how you use Facebook and how your Friends use Facebook. If you have any concerns about your posts, your Friends' posts on your wall or your photos, then reduce the access to these items.

Concerned your friends will post something to your wall that you would prefer colleagues or family not see? Adjust who can see posts made by your friends on your wall. You can also configure who sees each of your posts at the time of that posting by clicking on the lock icon.

If you have any concerns about photos you are tagged in or information you provided in your Profile, then reduce access to the items of concern.

Twitter can appear very chaotic at first. The greatest benefit comes from expanding your network in a meaningful way.

Username & Profiles

Try to use the same username as on your other social networks. Consistency of your online identity is important. First choice: firstnamelastname. Second choice: include middle name, middle initial, nickname, etc. Only include employer name if employer has approved company use of Twitter.

Purpose

Building relationships, learning, and sharing. Consider your possible uses of Twitter:

- Networking personally, professionally or both
 - Geographically expand your network.
 - Expand your network within your field.
 - Expand your network within your hobby.
- NOT self promotion. Others on Twitter recognize immediately if you are only posting “Yay Me!” kinds of posts and will quickly stop reading your posts.

Ask who is currently using Twitter. If anyone is using it, ask s/he to define how s/he uses it. Mostly likely very few participants are Twitter users. Encourage a good deal of Watch, Listen and Learn before participants engage fully in the use of Twitter. Often, new users of Twitter will find the application chaotic and useless if they did not research Twitter use or do not have a guide to assist in their use.



To quote further from people's exhibit A, your Twitter feed, "@holdupguy I'm in the getaway vehicle with the money and hostages. Where R U?"

If possible, provide an example of how you have used Twitter and experienced a positive outcome. Discuss personal and professional benefits of having a large network, supported by Twitter use. Examples can range from client referrals to getting free tickets to a movie.

Connecting – How to Create Your Twitter Community

- Connect to folks you do not know AND to folks you do know.
- Twitter is not reciprocal. When you choose to follow another Twitter user, that person may or may not choose to follow you back.
- To find folks to follow, enter search terms into search.twitter.com.
- Track others who mention your username. Follow them.
- Follow users referenced in tweets by those you follow.
- If you have a trusted colleague who is already using Twitter, look at who they are following and consider following some of the same people.



What to Post

- Seeker of information – Folks want to be helpful. Ask a question and you are likely to get an answer.
- Provider of information – This can be specific to your industry and beyond (resources, stats, events, specials). Post a link to an interesting story in your industry and then post a reminder of your church's annual festival.
- Who you are – As with any social network, be genuine. If you only post work related items, developing new relationships will be difficult.
- Don't be that guy – Watch what others post to determine what is acceptable to post and what is not.
- Know your audience – Know who is following you.

Third Party Twitter Applications

3rd party Twitter applications offer much more functionality than using Twitter.com to manage your use. Desktop/mobile apps include Tweetdeck, Seismic, Twitterific, UberTwitter. If you intend to use Twitter, research Twitter applications to find one that best meets your needs for both your desktop and your smart phone (if you have one).

Best Practices

Engage. Twitter is full of conversations. Be sure you do not use it as a one way communication tool. If you seriously want to enlarge your network, respond to others' posts, be helpful. *Integrate* into offline activities. One of the greatest uses of Twitter is to meet folks on Twitter and then progress those relationships offline - and vice versa. Attend tweetups. Use Twitter at events and while at those events suggest a tweetup for attendees.

Discussion

- RT – retweet. It's a means of forwarding a post you want others to see.
- @username – Whenever you see @username at the beginning of a post, that post is a reply to the username listed. Only Followers of both the poster and the receiver will receive the post in their stream. If you want others to see the post, the @username needs to be buried within the post, not at the beginning.
- #hashtag – Usually refers to an event, sometimes refers to an issue. Hashtags help Twitter users follow event and issue discussions. They are often a good way to find folks to follow who have similar interests as you.
- Tweetup – Real time in person meetup of Twitter users.

Facilitator Notes

Facilitator Guide

Getting Started

- Look at the Participant Guide. Know how the Facilitator Guide differs from the Participant Guide.
- All facilitators need to be using or at least experimenting with all 3 applications before conducting a training.
- Note the time suggestions for each section. They will help you get to all the material in the 90 minutes of the class.

Class Structure

- The class is divided into two parts
 - 1st part – The How and the Why of Social Networking. Use the slides to lead the discussion.
 - 2nd part – Specific applications: LinkedIn, Facebook & Twitter. Use their websites to lead the discussion.
- The curriculum is designed to be engaging. Note the sections where your questions are likely to lead to discussion. Keep the discussion moving while at the same time encouraging all participants to share their experiences and knowledge.
- We need to be careful to respect the knowledge the participants already have of social networking.
- Logistics of the class:
 - Best case scenario: The training space has free wifi and all participants bring a laptop. The facilitator has Internet access and uses a projector.
 - 1st alternative: The training space has free wifi and half of the participants bring a laptop resulting in 2 participants per laptop. The facilitator has Internet access and uses a projector.
 - 2nd alternative: The facilitator has Internet access and uses a projector but participants are not online.