Networking with Wire

Michael Paul
December 10, 2019
The IEEE Computer Society
This presentation is intended for educational purposes. Contents of this presentation may or may not be ours. Shake well before using. Batteries not included. Void where prohibited. Use only as directed. Side effects of this presentation may include promotions, better chairs, itching, redness and occasional fainting. If conditions persist, consult your physician. Do not reproduce without express consent. Drink your water, exercise regularly and call your mother. Reading this presentation does not constitute legal advice. Should you need legal advice, seek legal advice.
What’s Our Gig?

We are a full service training and marketing agency

Our model is a holistic approach to training & marketing
Today We Will:

- Define Networking
- Discover Our “Why to Network With Wire”
- Discuss “Old vs. New”
- Assess Online Reputation
- Explore Intention and Preparation
- Identify Online Goals
- Draft Personal Strategy
- Explore Inside the Toolbox
What is Networking

• **Networking**: the *action* or process of interacting with others to exchange information and develop professional or social contacts (MW).

• “the *action*”: Implies intentionality, proper motivation, work and preparation.

• “How” this action is performed is important. May be perceived as -
  – “He’s a brown-noser”
  – “Oh what a kiss – a__”

• Remember this is a fight, so fight! Be in it to win it!
Why Network?  
Leveraging the Power of Many

- It highlights our gifts & talents, exposes the business loss or opportunity cost of not teaming up with you – opportunities!
- Help us build a team that is always in our corner
- Online Networking is the introverts jam!

It’s always in the “who you know” – ALWAYS
Why Network?

The New Golf Outing and Cocktail Hours

The psychology of marketing / networking / selling – Influencing people to action

– We are always selling.
– There is an opportunity cost
– Understand our target audience
– Marketing is marketing
Why Network With Wire?

Speed & Eyeballs

- Speed
  - Can no longer rely on offline interaction for positive results.
  - Reaction times are vital (ie. Job postings).
- Eyeballs (exposure)
  - Anybody can see anything
What Are Your Online Networking Goals?

• To get recognized at work?
• To launch a new biz?
• To change jobs?
• To hire talent?
• To expand presence for academic purposes?
• Keep in touch with trends?
• Generic growth?
• I don’t know, I just know it’s important!
How to Network With Wire

Strategy

• Establish a Working Foundation
  – Take inventory
  – Clean up
  – Open social accounts
  – Professional Pics
  – Get listed accurately
  – Understand your reputation

Fix it!
How to Network With Wire

Strategy

• Create a Posting schedule
  – Engage, smile, be prepared
  – Be effective & efficient
    • Buffer, Hootsuite
    • Calendly
      – Don’t shout, CONNECT!
      – Give, give, give
      – Be authentic
      – Post relevance
• Content curation
• Leverage Engagement Strategies (Groups)
  – Find Honey Pot
  – Groups and Forums
Calendly Zap

Michael Paul

60 Minute Digital Blueprinting Session

1 hr
Zoom Meeting Invite to Follow

Agenda......Questionaire
Reminder....Cancellation Info

Select a Date & Time

December 2019

TUESDAY, DECEMBER 24

9:00am
9:30am
10:00am
10:30am
11:00am
11:30am
12:00pm
12:30pm
1:00pm
LinkedIn Profile Success

- Research Keywords for LinkedIn
- Use current professional profile image
- Get Premium and add a cover photo
- What's your name and what do you do
- Offer complete contact information
- Grab a custom URL
- Make sure profile is visible
- Consider a profile badge
- Support additional languages
LinkedIn Profile Success

- Update connections and background
- Add media links
- Review skills and endorsements
- Add / Update projects and publications
- Ask and give recommendations
- Regularly post
- Review group memberships
Best Times to Post

- **Twitter**: Best Time: 1PM-3 PM
- **Facebook**: Best Time: 1PM-4 PM
- **LinkedIn**: Best Time: 7AM-9AM, 5PM-6PM
- **Instagram**: Best Time: 5PM-6 PM
Social Media Image Sizes

LinkedIn
- Profile: 550 x 550
- Background: 1440 x 425
- Update / Post: 698 x 400

Facebook
- Cover Photo: 851 x 315
- Profile Photo: 180 x 180
- Link Image: 1200 x 627

Instagram
- Profile: 110 x 110
- Square Image: 1080 x 1080
- Vertical Image: 1080 x 1350

Twitter
- Header: 1500 x 500
- Profile Photo: 400 x 400
- Tweet Image: 1024 x 1024
Social Sites

- Facebook
- MSGHero
- LinkedIn
- Instagram
- Followadder
- Premium

Brilliance in Business
Auto-Posting to Social Sites

Auto-post to multiple accounts
Auto-Posting to Social Sites

Hootsuite makes finding, scheduling, managing, and reporting on social media content easier.

More Enterprise solutions with analytics
Calendar

Full service calendar with many integration capabilities.
Easy automation for busy people.
Zapier moves info between your web apps automatically, so you can focus on your most important work.
Royalty Free Pictures, Editing & Design
Content Curation
Digital Contract Work
Your Reputation Matters!

Protect and improve your Reputation Profile and Public Reputation Score.
Some Final Pro Tips

- Research and know your audience
- Pick one or two social platforms
- Select KPI’s
- Show up to your daily scheduled posting time
- Create a content bank
- Post relevant content
- Be present
- Curate, don’t copy
- Remember people are behind the screens
- Engage, ask questions, provide feedback
Today we:

- Defined networking
- Discovered our "Why to network with wire"
- Discussed "Old vs. New"
- Assessed online reputation
- Explored intention and preparation
- Identified online goals
- Drafted personal strategy
- Explored inside the toolbox
Connect with Us

- [https://www.linkedin.com/in/michaelpaul/](https://www.linkedin.com/in/michaelpaul/)