

Technology Makes Networking a Breeze

Question:

How do I use social networking to create a pipeline of talent?

Answer:

Social networking use to mean going to the PTA, hanging out at the country club, going to a rotary meeting, or even attending sporting events. Today social networking is global in scope. Determine which sites are best for reaching the networks of people that best fit the needs of your talent pipeline by reviewing and frequently using sites such as:

LinkedIn: network through colleagues, classmates and clients.

Plaxo: An online address book and social networking service that provides automatic updating of contact information.



Facebook: Users can join networks organized by city, workplace, school, and region to connect and interact with other people.

Eons: An online community for spirited Baby Boomers who want to explore their passions, keep in touch with friends, and connect with interesting people.

Twitter: A social messaging utility for staying connected in real-time through text-based posts of up to 140 characters in length.

a substitute for traditional networking and in-person communication, such as:

- Picking up the phone and calling the person who makes hiring decisions.
- Scheduling an appointment for coffee or lunch with the person you're trying to secure an interview with.
- Attending luncheons or meetings held by professional organizations and introducing yourself to employees working at the company you're interested in.



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Question:

Can I rely the Internet to connect with potential employers?

Answer:

Although the Internet is chock full of really exciting networking opportunities, it's important to remember that some of the best networking is still done face-to-face or over the phone. None of the social networking tools available today should be considered