



**LAKE WASHINGTON
INSTITUTE OF TECHNOLOGY**

Social Media for Professional Networking

Alisa Shtromberg

LWTech Website/Digital Content Specialist

August 11, 2016 | STTACC

How to be a Social Media Ninja!

The Mix

- Why Social Media?
- Let the fear go!
- It's important
- Personal vs. professional
- Platforms
- Etiquette
- The devil is in the details





Why Social Media Is Important

The Good

- News
- Safety
- Improves study habits/educational resource
- Friendships/relationships
- Builds Confidence
- Employers screen employees

The Bad

- False News
- Dangerous
- Promotes procrastination/lowers grades
- Friendships/relationships
- Instant gratification
- Employers screen employees

Only Thing We Have to Fear Is Fear Itself

- Start small
 - One platform
 - Branch out one platform at a time or stay small
- Don't start over (if you are already online)
 - Take the time to audit your existing content
 - Do some spring cleaning
- NEVER fear exploring!!!





Personal vs. Professional

Take the time to strategize your online presence

- Think about your current online behavior. What feels most natural to you?
- Do some self reflection.
- Figure out what platform suits you best for what purpose?

Keep it Personal

- Personal information should stay private.
- Just because it is a personal account, does not mean it cannot be utilized for professional purposes.
- Use targeted strategies and filters.

Keep it Professional

- Pretend your supervisor/boss/colleagues sees every single post.
- Pretend the president sees every single post.

Platforms

LinkedIn

- Geared for professional networking
- Your online resume/showcase your professional side
- Job search help/tool/alerts
- Connect with old colleagues
- Stay relevant/up-to-date with industry & news
- Google ♥ LinkedIn



Source: Chitika Online Advertising Network,
<https://chitika.com/google-positioning-value>, June, 2013

Platforms

facebook

- Most popular platform
- Mostly for personal, but can be used professionally
- Reputation Management
- Personal/company branding
- Highly customizable for filtering
 - Audience
 - Content (posts/feeds)
- Longer lifetime



Platforms

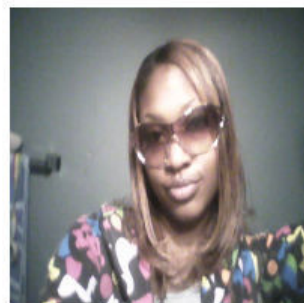
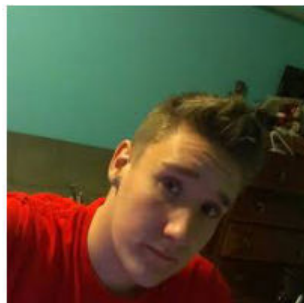
The Twitter logo, featuring the word "twitter" in a white, lowercase, sans-serif font next to a white silhouette of a bird in flight, all set against a blue rectangular background.

- Mostly geared to be public facing
- The world is your audience
- Great for spreading/getting news
- Connect with your counterparts in your industry
- Limited characters; mostly text based
- Short lifetime



Instagram

- Mostly geared to be public facing
- The world is your audience
- Great for building brands (person/business)
- Medium lifetime
- Your gateway to Snapchat!





Etiquette

facebook

Personal Stuff

- Do want you want.
- Just don't annoy your friends or annoy them all you want.
- Keep it PRIVATE!

Work Stuff

- Be manager/editor of a Business Page
- No one will ever know!
- Know the rules/policies

Public Facing

- Make friend lists
- Choose your audience carefully
- Be sure to understand the repercussions of your public posts
 - Searchable
 - Anyone can see it
 - Sharable

Etiquette

twitter 

- You can keep it completely private
- If public
 - Same etiquette as public Facebook



Instagram

- You can keep it completely private
- If public
 - Same etiquette as public Facebook
 - Remember: a picture is worth a thousand words!



BUT REMEMBER



The Devil is in the Details

