

Successful Networking

University of Manchester School
Governors Initiative (UMSGI) Conference
25th April 2013

© Copyright Sue Carrette Consultancy 2013

Introduction

Aims and objectives of the session:

- Networking benefits and types of networks
- Social Media and E-Networking
 - UMSGI LinkedIn and Twitter
- Key Issues for the successful networker

© Copyright Sue Carrette Consultancy 2013

Thinking about Networking...

- Sourcing a trader ???
- Trust – key aspect of networking
 - 90% trust peer recommendations
 - only 14% trust advertisements
- Exercise 1 Networking Activities

*(Source – Marketing to the Social Web 2007)

© Copyright Sue Carrette Consultancy 2013

Networking Benefits

- Sharing information and knowledge
- Sharing best practice
- Increasing pool of contacts
- Support network - help with problems/issues
- Gain new perspectives
- Profile raising
- Facilitating collaboration and assistance
- About what you can contribute

© Copyright Sue Carrette Consultancy 2013

Mapping your Networks

Exercise 2

Put your name in the middle of a piece of paper and draw lines outward to the networks you belong to

Consider:

- What other 'networks' you would like to participate in?
- What stops you?
- What can you do about this?

© Copyright Sue Carrette Consultancy 2013

Social Media & E-Networking

- What (is it)?
 - Social networking, Blogging/Micro-blogging, Conferencing/Webinars, Image or video sharing
- Who (uses it)?
 - Anyone....and everyone....
- What (is it used) for?
 - To build 'social authority' - developed when an individual/organization established as an "expert" in their field, becoming an influencer in that field*

*(Source : European Journal of Social Psychology 2006)

© Copyright Sue Carrette Consultancy 2013

Social Media & E-Networking



www.facebook.com



www.twitter.com



www.linkedin.com

© Copyright Sue Carrette Consultancy 2013

UMSGI & Social Media



http://www.linkedin.com/groups?gid=4533170&trk=my_ugrp_ovr



@SchoolGovNet

SchoolGovernorNet

<https://twitter.com/GovernorsManUni>

© Copyright Sue Carrette Consultancy 2013

Social Media and E-Networking

- Manage your 'Professional Identity'
 - Who are you?
 - Is there more than one 'you'?
 - Do you have conflicting identities?
- Learn to manage the crossover between personal and professional – overlapping networks
- Google yourself – post-event exercise
 - What are you expecting to see? Did you see this?
 - Surprises? Are you happy with your online presence?
 - How do your social media presences relate to each other, your web presence, and your face-to-face presence?

© Copyright Sue Carrette Consultancy 2013

Key Issues for the Successful Networker I

Don't:

1. Be indiscreet
2. Contact colleagues only when you want something
3. Let others down
4. Treat the internet as a 'private space'
5. Contravene your institutional IT Policy

© Copyright Sue Carrette Consultancy 2013

Key Issues for the Successful Networker II

Do:

- Have a plan!
- Participate and contribute
- Look for opportunities
- Nurture the networks you have
- Enjoy!

© Copyright Sue Carrette Consultancy 2013

Key Issues for the Successful Networker III
– Your Networking Plan

- What do you want to achieve? Timescale?
- Balance between F-to-F and e-networking?
- Monitor and manage professional identity
- Where and how to 'grow' your network?
- Focus on key activities - don't over-commit
- (Growing and) Nurturing your network – integrate this into your professional practice
- Have Fun!

© Copyright Sue Carrette Consultancy 2013

Key Issues for the Successful Networker III

'Five Pillars of Networking'©

1. Networking is a **long-term** activity
2. Good relationships are based on **trust** – (people want to work with those they trust)
3. **Authenticity** is key – be yourself
4. It's about your contacts–what is your **contribution**??
5. **Integration** - make 'network-building – and nurturing' an **integral** part of your professional practice

© Copyright Sue Carrette Consultancy 2013

Thank-you !

Sue Carrette Consultancy

Twitter: @SueCConsultancy
Linkedin.com/pub/sue-carrette/10/719/383/
Web: www.suecarretteconsultancy.com
Email: office@suecarretteconsultancy.com

© Copyright Sue Carrette Consultancy 2013
