



WIA

WOMEN IN AEROSPACE
Expanding Women's Opportunities

How to... Network Socially

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President-Elect, Women in Aerospace

Why use social networking?



- What can a potential boss, client or employee learn about you online?
- What will they find when they “google” you? Is it what you’d want them to find?
- You have the opportunity to control information about you that appears online
- You can shape your personal brand using social networking sites
- You can meet your next employer, client or employee through social networking sites

What social networking sites?



In order of importance to your professional life:

- **LinkedIn** - your online resume
- **twitter** - your online personality, expertise
- **facebook** - your online (personal?) life

Get started:

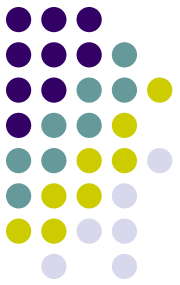
Choose Your Name



Your username is how people will find you.
Does it match with how they will “google” you?

- Customize your URL
 - LinkedIn: Profile > Edit profile > Public Profile
 - Twitter: Profile > Edit my profile > Username
 - Facebook: My Account > Settings > Username
- Try to be consistent across all platforms
 - <http://www.linkedin.com/in/schierholz>
 - <http://twitter.com/schierholz>
 - <https://www.facebook.com/schierholz>

Get started: Build your Profile



- The sites will walk you through setting up your profile
- Add a photo!
- Add a bio!
 - On LinkedIn, complete your resume
 - On Twitter, complete the bio AND the URL

LinkedIn



Profile Completeness

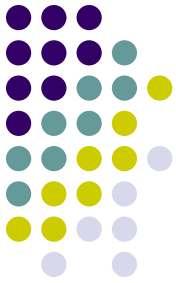
It's easy to complete your profile: add your professional information and request recommendations. Users with complete profiles are **40 times more likely** to receive opportunities through LinkedIn.

What makes your profile complete?

- Your current position
- Two past positions
- Your education
- Your profile summary
- A profile photo
- Your specialties
- At least three recommendations

Get the most from LinkedIn — complete your profile.

Find connections



LinkedIn Account Type: Basic ▼ Stephanie Schierholz [Add Connections](#)

Home Profile Contacts Groups Jobs **Inbox 73** Companies News More People [Advanced](#)

[Add Connections](#) [Colleagues](#) [Classmates](#) [People You May Know](#) [View Sent Invitations](#)

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

See Who You Already Know on LinkedIn

Searching your email contacts is the easiest way to find people you already know on LinkedIn. [Learn More](#)

Your email:

[Continue](#)

We will not store your password or email anyone without your permission.

Do you use Outlook, Apple Mail or another email application?
[Import your desktop email contacts »](#)

Enter Email Addresses

Enter email addresses of people to invite and connect. Separate each address by a comma.

[Send Invitations](#)

facebook

Find Friends

Add Personal Contacts as Friends

Choose how you communicate with friends. See how it works or manage imported contacts.

Step 1 Import Contacts **Step 2** Select Friends to Add **Step 3** Select Friends to Invite

S Skype

Skype Name:

Skype Password:

[Find Friends](#)

Facebook won't store your password.

Y! Yahoo! [Find Friends](#)

Aol. AOL [Find Friends](#)

twitter Home Profile Mes

Who to follow

[Search](#)

[View Suggestions](#) [Browse Interests](#) **Find Friends**

Search the services you use to discover which of your friends are already using Twitter. Follow any of the friends you find to add their Tweets to your timeline.

Your email address: slfibbs@yahoo.com

[Find friends on Yahoo](#)

More services:

[Gmail](#) [Hotmail & Messenger](#) [AOL](#) [LinkedIn](#)

Your Public Persona



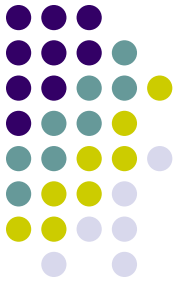
- What do you have to contribute?
- If you dress for the job you want to have...
post about the job (or activities) you want to be doing
- Demonstrate your unique area(s) of expertise
- Share what you know with others and pass along good info from others (repost, retweet)

Engage



- Social media is a conversation –
spend as much time listening as you do speaking
- Participate in groups:
 - <http://www.linkedin.com/groups?mostPopular=&gid=3524234>
 - <http://www.twitter.com/WomeninAero>
 - <http://www.Facebook.com/WomeninAerospace>
- Provide GREAT content that will get people talking
- If you start a conversation, participate in it

Get More from LinkedIn



Who's Viewed Your Profile?

15 Your profile has been viewed by 15 people in the past 30 days.

16 You have shown up in search results 16 times in the past 30 days.

Your LinkedIn Network

353 Connections link you to 4,332,738+ professionals

- Job Search
- Endorsement
- Share info
- Who's looking?

Sent Recommendations

Request Recommendations

Ask the people who know you best to endorse you on LinkedIn

- 1 Choose what you want to be recommended for

Choose... [Add a job or school]

- 2 Decide who you'll ask

Your connections: [Add]

You can add 200 more recipients

- 3 Create your message

From: Stephanie Schierholz

stephanie.schierholz@nasa.gov

Subject: Can you endorse me?

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

Thanks in advance for helping me out.

-Stephanie Schierholz

Note: Each recipient will receive an individual email. This will not be sent as a group email.

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 73 Companies News More

Jobs Home Saved Jobs Saved Searches Advanced Search

[Zero in on \\$100k+ jobs with detailed salary](#)

Search for Jobs

Job Title, Keywords, or Company Name

Search

Advanced

Jobs you may be interested in **Beta**

Email Alerts | See More »



Share an update

Attach a link

Share

Get more from Twitter



- Follow more people; crowdsourcing is only as useful as the quality of your crowd
- Engage in conversation:
 - Tag others in your tweets (e.g. don't say "Women in Aerospace, say @WomeninAero)
 - Reply (@username)
 - Read and respond to your mentions
- Retweet, retweet, retweet
- 140 characters but only use 120
(Make it easy for others to retweet you)

Get even more from Twitter



- Use hashtags: #Aero2011
- Shorten your links
 - <http://bit.ly>
 - <http://www.womeninaerospace.org/events/conf/>
 - Becomes <http://bit.ly/Aero2011>
- Use direct messages (DM) to take it “offline”
- Build lists to manage updates from those you follow
- Use a Twitter client like TweetDeck, HootSuite, CoTweet, Seesmic

You learn by doing

So just do it!

