

Online Networking Guide



SECTIONS

1 STANFORD WHO'S WHO

Discover how to utilize one of the most powerful internet networking and personal marketing tools.

2 LINKED IN

The Professional Social Networking site is just waiting for you tap it's potential .

3 TWITTER

Simple messages limited to 140 characters could be your key to success!

4 FACE BOOK

Now with more users than Google! Facebook not only let's you network with your friends and family, but can be a powerful tool to network yourself or your business!

Stanford Who's Who

Stanford Who's Who is an elite organization of selected executives, professionals and entrepreneurs from across the globe. Our mission is to recognize successful individuals in multiple industries by providing an exceptional forum for networking, consulting, exposure and credibility for the purpose of broadening one's future success. Realizing the power of forming business and professional relationships, we have created numerous resources that our members use for a multitude of reasons. With access to thousands of professional biographies of individuals in over 100 different industries, our members utilize our database to recruit others, to announce their career accomplishments, and for lasting, valuable relationships that extend beyond our membership program.

Stanford Who's Who utilizes a wide variety of promotional tools in the marketing of our members. For example, the Who's Who Black Book is offered to those individuals who complete our competitive evaluation process. This incredible book serves as a reference and a guide, but is also a spectacular symbol of achievement and status. Upon Acceptance, Stanford Who's Who will publish your professional biography in this world renowned book. Your listing in this book is a tribute your professional achievements, and is a privilege that you share with thousands of other members who are all leaders in their various and highly respected industries. The Who's Who Black Book is also available in a convenient CD-ROM format as well as being published online as part of the Stanford Who's Who website.

Another excellent promotional tool is the Stanford Who's Who Press Release which announces your acceptance and into our exclusive network. It highlights your achievements, educational background, affiliations, and rewards that you have earned throughout your career. We then establish this page on all major search engines, allowing

others to find you and your company with ease.

Stanford Who's Who offers a Multi Media Promotion Package which puts you in the position where someone can enter your name into one of the major search engines, and information on you and your company will pop up on the first few results and pages. This third party endorsement not only validates your credentials and achievements but will also drive traffic to your website and maximize your exposure on the web. Along with our multimedia package Stanford Who's Who also specializes in website design and hosting. Personalized for each member, your website will display your photographs, black book biography, affiliations, educational

background, and all other personal or business venture that you partake in.

In addition, Stanford Who's Who can provide a wall plaque which is constructed of solid wood and laser engraved. This extraordinary wall plaque is a personal tribute to the success you have attained throughout your career. It serves as a way to further validate your achievements, and honors your acceptance into our prestigious organization. There is also a Certificate of Recognition given to members upon acceptance into Stanford Who's Who. Each certificate is personalized and contains the Stanford Who's Who platinum seal of authenticity. Beautifully designed, this enhancement to your office décor serves as a third party endorsement of your business and personal achievement.

Stanford Who's Who also offers a beveled glass desk tribute, which is engraved in gold, and is an excellent piece that can be displayed on your desk for clients, and colleagues to see. Also, offered solely to Executives, Professionals, and Entrepreneurs of the year, the Stanford Who's Who Proclamation which is crafted from cherry wood or beveled glass, highlights you as a member of our exclusive program, and emphasizes the reasons why we



LINKED IN

FACTS

URL: www.linkedin.com

Founded: 12/2002

CEO: Dan Nye

Description:



LinkedIn

Relationships Matter. That is the motto of linked in. Your professional network of trusted contacts gives you an advantage in your career, and is one of your most valuable assets. LinkedIn exists to help you make better use of your professional network and help the people you trust in return. It's mission is to connect the world's professionals to make them more productive and successful.

LinkedIn is a great resource for networking yourself. Here are five tips for success with LinkedIn.

1. Build Your

Connection Base. Connect with past co-workers, friends, and professional connections. But don't limit yourself, LinkedIn has a wealth of resources for you to reach out and make new connections.

2. Join Groups. Your first foray into networking on LinkedIn is to join groups. LinkedIn makes it easy to target groups that are within your industry or that may be potential clients.



3. Be Active. Don't just join a group and read the conversations, be part of the conversations! Networking yourself is all about communication, don't waste your time by just being silent in the corner. Contributing to discussions is the prime "foot in the door" to start your networking. You will begin to build new relationships by engaging in intelligent discussions.

4. Update Your Profile. Keep your profile fresh with up to date information. Link your Twitter account to your profile so your new contacts can get a news feed on your accomplishments. Constantly updating and being active will translate your level of commitment to networking. Always make sure your profile is complete. Ask your friends to post recommendations on your profile, these are testimonials to your character, knowledge and work ethics.

5. Start a Group. Don't just follow, be a leader. Start a group on LinkedIn, invite your other contacts to participate and voice their opinions.

TWITTER

FACTS

URL: www.twitter.com

Founded: 2006

CEO: Evan Williams



twitter

Twitter

Twitter is a micro-blog, social networking tool that enables users to send and view messages, known as Tweets. The “Tweets” are text posts, limited to 170 characters.

5 Tips for Using Twitter

1. Tweet: Tweet, and Tweet often. Look for interesting content.

Keep people abreast of what you are doing throughout the day. The way Twitter was designed is you will be forced to keep your tweets short, it's up to you keep it sweet. Tweet two to three times daily to maintain your presence. Download one of the many twitter mobile apps to constantly keep in touch and have the capability to Tweet media such as photos.



2. Reply: Respond to other tweets. Keep yourself in the Twitter conversation. Networking is about communicating, engage the people you are networking with.

3. Search: Learn and use Twitter's advanced search tool. This can put you on top of relevant topics and put you in touch with new contacts.

4. Complete: Keep your profile and bio complete on Twitter. Make sure your profile matches your

message and goals for branding yourself.

Customize your page to stand out and utilize the real estate to brand your message.

5. Promote: Just like your website, you need to promote your space on twitter and gain followers. How?

Here are some ideas: link your twitter account on your email signature, place a link on your website, place your Twitter info on your biz card, keep tweeting and build your recognition as an expert.

FACEBOOK

FACTS:

URL: www.facebook.com

Founded: 2004

CEO: Mark Zuckerberg

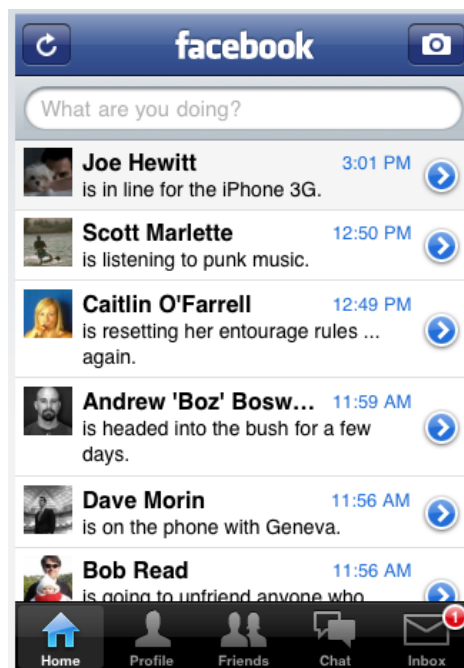


Facebook

Facebook is nothing short of a social media revolution. In a short time it has gathered more users than Google. A simple concept of creating a digital identity, allowing you to easily find others with similar interests, old friends and classmates and targeted marketing.

1. Profile: Full complete your profile on Facebook so people can easily identify you and get in touch with you. Through your profile you will be able to create group and fan pages.

2. Create group or fan pages: What's the difference you might ask? To quote Facebook "Facebook created Pages when we noticed that people were trying to connect with brands and famous artists in ways that didn't quite work on Facebook...Not only can you connect with your favorite artists and businesses, but now you also can show your friends what you care about



and recommend by adding Pages to your personal profile." Groups are smaller scaled than Pages are. You could easily compare a group to a club. One of the major differences is that when you update on a group, it comes directly from your personal account, where on a fanpage you can create updates that appear from "fan page" itself. Groups are great for organizing on a personal level and for smaller scale interaction around a cause. Pages are better for brands, businesses, bands, movies or celebrities who want to interact with their fans or customers without having them connected to a personal account, and have a need to exceed Facebook's 5,000 friend cap.

3. Communicate: Start communicating. Whether it's just personal networking or networking your product, business or page. Engage in conversions and relevant discussions. The more you get your name out there, the more people will "like" your page.

Download Facebook's mobile app so you do not miss an opportunity to participate in discussions.