

## **SOCIAL NETWORKING FOR BUSINESS MASTERCLASS**

### **7 Keys To Nurturing Your Network Online To Increase Your Visibility, Reputation And Business Success In 2009**

In today's connected world, many of us recognise the importance of networking as an important element of securing that next career move or to attract more clients.

Increasingly, many professionals are now turning to new networks, not just face to face professional associations and Chamber of Commerce events or other face to face networking meetings. There has been a dramatic change in how many business people network and are creating new opportunities for themselves and their businesses by networking online.

But how do you identify the networks that will be appropriate for you so you don't spend endless and wasted hours at the computer? How do you get started? And what are the rules of networking online and how are they different to networking face to face?

In this workshop you'll discover:

- Why as a business leader in the 21st Century you must develop and proactively manage your personal brand online through professional social networking sites
- How to enhance your online reputation with a professional profile
- The appropriate social networking community to join – from LinkedIn to Twitter, from Facebook to forums, from MySpace to blogs
- Insights into how to determine your social networking goals and how to measure the effectiveness of your online social networking plan
- Actions you can take to nurture your network online
- Online etiquette and how to network safely and without risk to your online identity
- Three actions every business leader must take if they want to ensure that they get the most out of social networking for their business and professional success.

#### **ABOUT THE WORKSHOP FACILITATOR:**

Krishna De ([www.bizgrowthnews.com](http://www.bizgrowthnews.com)) is an award winning business strategy and brand engagement author, mentor, professional speaker and commentator and is considered by the media and clients alike to be one of Europe's leading brand engagement and social media communications strategists.

She is the author of '*42 Rules of Marketing in a Recession*' which will be available in early 2009 and '*Managing Your Personal Brand Online: How to Master the 7 Keys of Professional Success in a Digital Age*' which will be published in Spring 2009 and her and her expertise in personal branding and leveraging online marketing and social media is featured in the new book '*World Wide Rave*' by best selling author David Meerman Scott, published by Wiley and available in March 2009.