

A hand holding a smartphone with a glowing blue light effect. The background is dark with a blue glow emanating from the phone.

VIRTUAL NETWORKING SUCCESS

Checklist

□ **Virtual networking**

- Making connections online
- Use available technology
- Start with current connections
- Branch out to shared interests

□ **It's who you know**

- Who is in your current network?
- How have you benefited them recently?
- How can they benefit you?
- Do they know someone you would like to connect with?
- Look at their connections?
- Explore how you can work with them
- Check with all the connections along the way.

□ **Nurture your current connections**

- Connect with them on social media
- Check in on them through social media
- Send a text or email
 - Do not ask for anything
 - See how they are doing
 - Listen to the responses
 - Fill a need if necessary
 - Be there for them so you can utilize the connection later
- Invite to networking events
 - Bring new connections in
 - Help both of you meet someone
- Repeat connections on regular basis
- Be there when they need something. Makes it more likely they will be there for you.

Make new virtual connections

Make connections from past connections and some on your own

Look through LinkedIn

Send requests to shared connections

Research common interests and make those connections

Send requests with a message to personalize it

Only work with connections that you can use

Avoid spamming or sending out mass invites

Use Facebook Groups

Create your own groups

Invite current and new connections

Add information to your email signature to expand reach

Use Google Forums

Look up based on interests

Find Forums your connections are already

in Join online webinars

Choose ones that go with your interests.

Attend and participate

Do not sit back and just listen

Be an active participant

Choosing the right tools

Pick a good tool for virtual meetups

Try out a few to see what works and what doesn't

Think about how you will use it

If one does not work, try another

Pick from many options

Zoom

Slack

Upstage

Arena

☐ **Master virtual etiquette**

- ☐ Learn how to be polite and nice online
- ☐ Pretend it is in person
- ☐ Do not expect everyone to reply to your message
- ☐ Check the Wi-Fi
 - ☐ You do not want it to go out in the middle of an event.

☐ **Test out the sound**

- ☐ Have someone else check with you
- ☐ Do it in a few areas

☐ **Arrive on time**

- ☐ Do not make others wait
- ☐ Show up a few minutes early
- ☐ Give plenty of time to reschedule if you can't make it

☐ **Introduce yourself**

- ☐ Do not assume everyone knows you
- ☐ Keep it short and simple
- ☐ Have a smile and be pleasant
- ☐ Consider icebreakers to get everyone involved

☐ **Be authentic**

- ☐ Everyone can tell when you are being fake
- ☐ Be yourself
- ☐ Relax and have fun
- ☐ Everyone is excited to see you

☐ **Do not pitch**

- ☐ Everyone knows you want something. Be friendly and personal
- ☐ Save pitches for later
- ☐ Offer something rather than asking for something

□ **How to virtual network as an introvert**

□ Set good expectations for the situation

- Not everyone will respond
- Not everyone will be on board
- Enjoy the situation and get as many as possible.

Practice active listening

- Listen more than you talk
 - Only talk to share important information
 - Learn more about the prospect
- Start with ice breakers
- Have a follow-up plan
- Know what to do if the first thing does not work
- Know when to say no

□ **Setting up a virtual networking strategy**

□ Pick the right social media sites

- YouTube
 - Instagram
 - Twitter
 - LinkedIn
- Not all social media works for everyone
- Pick professional sites to work with
 - Find ways to be unique and stand out
 - Have a strategy for posting.
- Connect the social media to everything, including
- invites Always be professional
- Use the right language
 - Do not work with slang
 - Dress professionally
 - Keep things standard across different formats

□ **Get found online**

□ Use the right hashtags

- Try to make some that are unique and share them
- Consider what others will look for when searching for you
- Do not go overboard with

□ hashtags Optimize the bio

- Keep it the same on more than one social media account

- Use the right keywords to get

□ found Engage with other accounts

- Do not just post and ignore
- Respond to those on your page
- Find other pages with the same likes and interests
 - Comment and share valuable information

- Answer messages and questions on your page

- Share information that others find valuable