3 tips to social networking

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Establish yourself

We live in the age of Google and it’s to your benefit to have an official profile (and voice!) among search results for your name. Start small and think of this like a virtual resume that you tend to at least once a week. Put your resume on LinkedIn. Create a virtual business card with flavors.me or about.me. Guest blog for an organization or industry blog that already has a base. Comment on blogs for your industry. When you read news, tweet it.
Connect with people

Social media breaks down barriers. Look people up before you meet them. Find talent to recruit. Screen out talent you don’t want. Join or create a LinkedIn Group for your industry, company, or association. Use tools like Google Reader to pull your favorite industry blogs to you, which will keep you current with valuable content to share.
Make social media work for you. Is it accomplishing your business or career objectives? When you meet new people in person, encourage them to “LinkIn” with you. Add a link to your social networking profile to your personal business card. If you don’t have a personal one, write it on your professional business card.
Become a barista with these resources

- Social Media SmartBrief
- Mashable
- 7 Ways to Get More Out of LinkedIn
- 8 Tips for Managing a LinkedIn Group
- 10 Commandments of Social Media
- Twitter Guidebook
- Mike’s social media bookmarks