

Social Networking - as important as a cell phone?

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Is Social Networking as indispensable as your cell phone? Perhaps not yet - but it is still a relatively new concept. Let me put this in context. Remember when you first began hearing about cell phones (those of us of a certain age)? Why would I need that? Of course, anyone born after 1980 could not wait to get their hands on a cell phone and if you were born after 1990, well, not having a cell phone is not an option, it is a necessity, a lifeline ... alas, as it is for most of us.

Social Networking affects us both on and off line. Now when you hand out your business card, acquaintances don't just add your e-mail address to their direct mail list and file your card away. Your name is Googled and your profile on LinkedIn and Facebook are reviewed.

They look at your website and, if you have it on your card, read your QR code.



"QR code (short for *Quick Response*) is a specific matrix barcode (or two-dimensional code), readable by dedicated QR barcode readers and camera phones. The code consists of black modules arranged in a square pattern on a white background. The information encoded can be text, URL, or other data." - From Wikipedia, The Free Encyclopedia.

Sample QR
Code

Because of Social Networking, one is no longer just who they say they are. Your profile in Social Media Networking sites like LinkedIn.com and your general Internet footprint, tell prospective clients and partners so much more. If you don't have either, people tend to question if you are authentic. Completing your profile, including a summary of your interests and specialties, work history with job descriptions, recommendations, and of course, your professional photo helps to build legitimacy. Adding samples of your work and joining groups improve your authority.

We are a long way from when Social Networking was for teens - now it means business.

Like to know more? Visit my website or contact me:

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