



social networking best practices

## Face It and Link In: Online Social Networking Best Practices

It's not just for teens anymore. Your competitors are posting profiles on social networking sites like Facebook and LinkedIn. They are using them as resources for networking and as a strategic tool in marketing, business development and recruitment.

### *For Marketing Directors*

- Send out an email to your firm to gauge how many are already participating in social networking. This will help you figure out where to start.

*[Sample Email]*

“The firm’s Marketing Committee is evaluating whether or not to use LinkedIn, an online social networking site, to help brand and develop our firm. The purpose of this email is to receive your feedback as to whether or not you think social networking is beneficial, if you utilize any social networking sites and if you think they would be an asset for the firm.

Please let me know if you have any thoughts – good or bad – on joining a social networking site such as LinkedIn, Facebook, MySpace, etc. Please be as specific as possible in your feedback.

This email is purely to get your business feedback, experience and advice on utilizing a social networking site strictly for a business enhancement tool.”

- Give a Lunch and Learn presentation on Social Networking to your staff. Consider giving two different presentations – one for beginners and one for those who are more familiar with social networking.
- After you’ve done these two things you will know who is interested in social networking. Leverage your time by first working with the people most interested in the tools. Mandating Facebook sites or LinkedIn profiles probably will not work.



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- While you cannot control an individual's profile content, you can create guidelines for your staff to follow when creating their profiles. Emphasize professionalism in their representation of the firm and create preferred examples of firm descriptions, bio information and firm key messages and services that are consistent with your website.
- Make sure that each profile includes a hard link back to your firm website and any blogs by pasting the site URLs.
- Advise staff to be careful stewards of their time when engaging in social networking just as they do with email and online research.