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Transforming the world to sustainability

ARUP

Building a Network and Social Presence in a Virtual World and Beyond
IEMA Futures

Contents

- Effective Networking (Penny Walker)
- Building an Online Profile (Dan Bond)
- Developing a Social Presence (Louise Nicholls)
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Introduction

Who are IEMA Futures and what do we do?

- We're a network of students, graduates, young/early career professionals with a shared interest in environment and sustainability

- We organise and publish:

    - Monthly Newsletters;

    - Member Spotlights;

    - Webinars and Events;

    - IEMA Transform Articles

Make sure you don't miss Futures events and newsletters by getting in touch with us at: futures@iema.net

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Introduction

What I've gained from being part of Futures

- Careers/employability/CV skills;

- An opportunity to build more of a social presence;

- Grow my own network – particularly with people at a similar stage in their career;

- Learn about wider topics outside my immediate sphere of work/ interest

Feel free to connect with me on Linkedin:
linkedin.com/in/joe-nisbet-50686516b

Networking and making the connections

Virtual profile and staying connected

Making the most of the connection

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Effective Networking

Penny Walker

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Turn up.

Ask and listen.

Be ready to introduce yourself.

Connect.

Respond.

![IEMA logo](Transforming the world to sustainability)
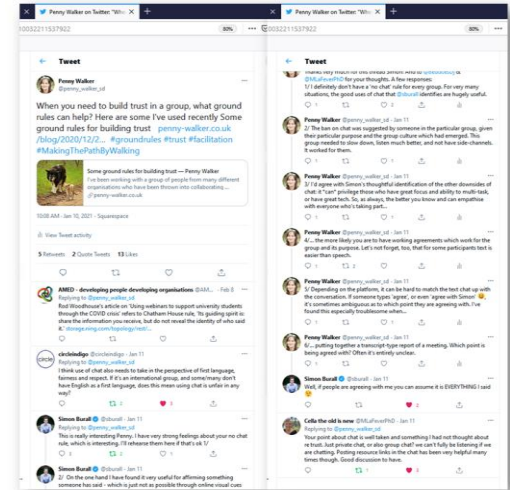
Turn up

Virtual Coffee Hour for
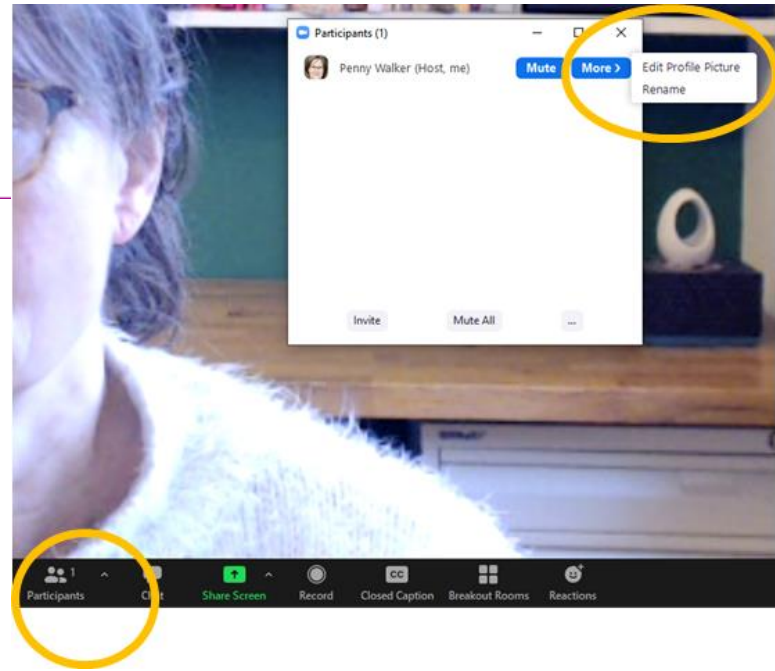Sustainability Stay-at-Homes

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She is Still Sustainable

Asynchronous
conversations e.g.
Twitter

Ask and listen

Be ready to introduce yourself

- You're not 'just', you ARE.
- What interests you, what are you working on right now, why have you joined in today…
- Yes, it's awkward and weird… for everyone. Until you get used to it.
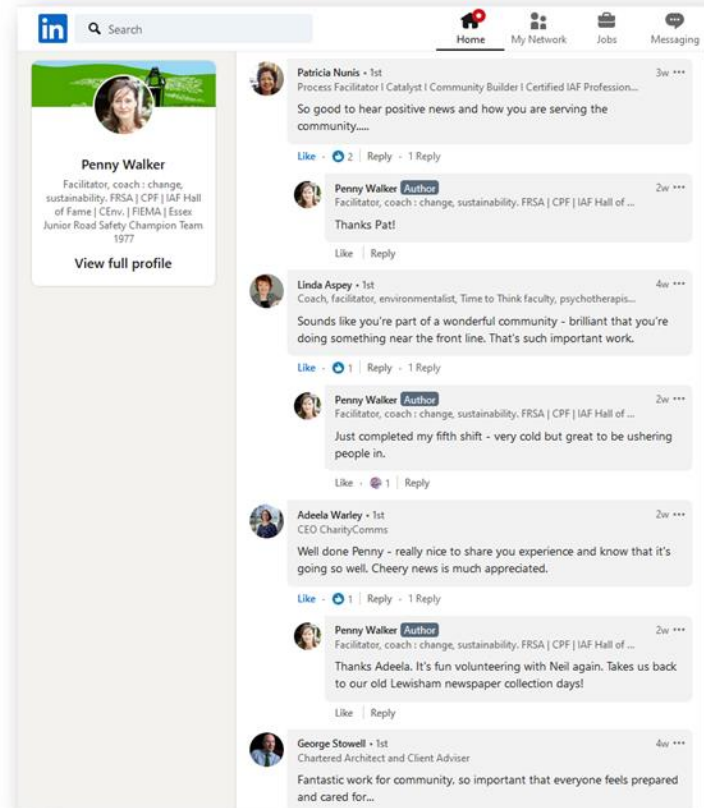- 'Rename' with the name you want them to remember.

Connect

- You're in control of the details you share.
- Virtual Coffee: https://bit.ly/2UeGiDV
- Connect with me! https://twitter.com/penny_walker_sd

  https://www.linkedin.com/in/pennywalker/
- Connect with each other.

Respond

- Builds connection, trust, mutuality.
- Reminds you who they are - and vice versa.
- Their network get to know you too.

Developing a Social Presence

Louise Nicholls

Why do I want a social media presence ?

- Why am I here?
- Why am I talking?
- Who do I want to talk to?
- What's in it for them and you?
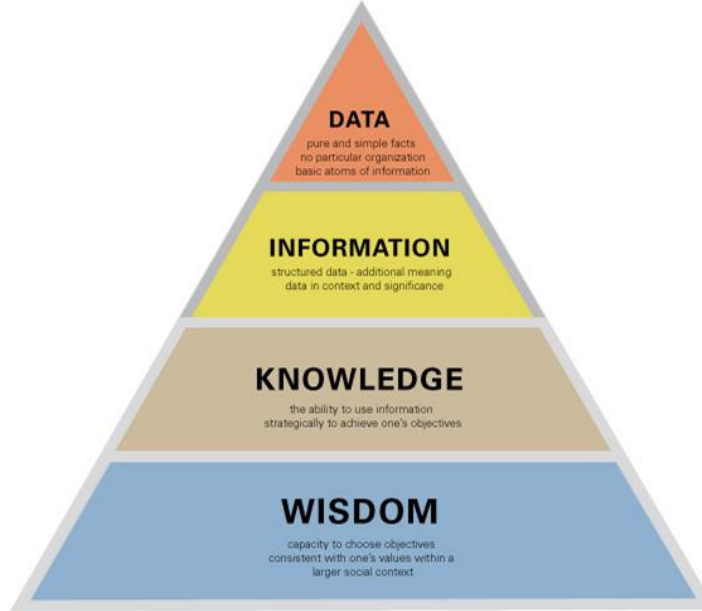
Approved Distribution Networks

	Largest Professional Network	Largest Social Network on the Planet	Largest Micro-blog, Quickly Shares Info	Photo- and video-sharing app
Audience (Monthly Active)	**+300 million**, affluent professionals	**+2.3 billion**, 58% between 25 and 54	**+320 million**, 65% over 25	**+1 billion**, 65% between 18 and 34
Purpose	Network and job search	Socialize and build a fan base	Share opinions/news	Share photos and stories based on visual appeal
Why Use?	Join special interest groups, use easy search tools, access preferred site for sales professionals	Access to largest audience of all social media sites and tools for networking; create business page	Send pithy insights that establish you as thought leader; engage in real-time communication	Build influence through striking images and video

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3 Key reasons

Build your personal brand

DATA
pure and simple facts
no particular organization
basic atoms of information

INFORMATION
structured data - additional meaning
data in context and significance

KNOWLEDGE
the ability to use information
strategically to achieve one's objectives

WISDOM
capacity to choose objectives
consistent with one's values within a
larger social context

(Robert Logan, *What is Information?* 2010)

Build your skills and understanding

Build your network

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Not about broadcasting but Interacting!

- Be social every day
- Share your unique skills and passion
- Help others
- Be visible
- Have a strategy

"Thought leadership is when a leader's thoughts are being used by leaders to lead others."
- Onyi Anyado

BUILDING A NETWORK

WHAT TO COMMUNICATE

Important to:

- Understand the wider context of sustainability and how it relates to risks/opportunities for business

- Legislation – how is this driving different sectors? How are businesses responding?

- What other concerns does the business have? Health and safety? Debt?

Your CV

- Who are you pitching yourself at? What do they want to hear?

- Show you understand that business and it's drivers

LINKEDIN

- Your LinkedIn page will be looked at by recruiters. What will they see?

- Does your page show your achievements?

- Is your picture appropriate?

- Do you present as someone embedded and focused on sustainability?

- Does your side-business detract from your career?

- See it as a mirror for your CV.

MAKE THE MOST OF YOUR TIME

- Who is in your network? Does it help you to learn or open you to opportunities?

- Are you engaging in content that is solutions focused or is it a distraction?

TO CONSIDER

- What is your "voice"? Is it authentic to you?

- You don't have to have an online persona, but you do want to be searchable.

- Talk about your impacts, not your job description

QUESTIONS!

dan,bond@acre.com

Making the Most of your Connections

Rebecca McLean

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Q - What do you want/need?

Simple Actions…

- Keep your profile up to date
- Widen your network
- Participate in posts/groups
- Share interesting, engaging information
- Be current

Most Importantly…

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Q&A

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Questions sent in from sign up

1. *How can I best start networking with a person I have never met before and have no obvious connections with?*
2. *How/when to speak on complex issues when you know you don't have all the answers and commentary is highly opinionated.*
3. *How to make the right connections rather than a 'scatter gun' approach.*
4. *Best introduction line?*
5. *How to get recommendations for job postings?*
6. *How much time per day/week would you recommend to spend on virtual networking?*