

PROFESSIONAL DEVELOPMENT

Love it or hate it

There are many purposes to social networking. As with anything I suggest you have a plan and a purpose behind what you do.

by **Linda Yates**

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Sleeping schedule, latest gadget, moving - what do all of these things have in common? They were all mentioned on a social networking site. Love it or hate it, social networking is here to stay. It is interesting to hear an individual's opinion of sites such as Facebook, Twitter or LinkedIn. Some love the sites and admit to spending way too much time on them while others refuse to use them and don't want to be found, followed or linked.

***If you use this medium correctly
you can build your personal
brand and grow your business.***

I started my social networking years ago with my professional network. I am a big believer in networking period. In fact you can check out my past article – Add 40 years to your life. Human beings need to feel connected and the busier life gets we often put relationships on hold. This decision is not necessarily on purpose but days pass and our good intentions of sending a note to say hello are missed. Social networking and the ease with which it can be done can renew past relationships and create new ones.

There are many purposes to social networking. As with anything I suggest you have a plan and a purpose behind what you do. Being cognizant of what you put on a social site will serve you in many ways. The internet is a powerful tool but remembering whatever is put out there is imprinted and hard if not impossible to remove.

Here are some tips to leverage your social networking activities:

Fill out the profile

Keep information current
Areas of expertise should be completed
Join groups
Comment on the threads for different groups
Do not use the Social site solely for prospecting – give useful content and local information. Become the 'go-to' expert for your network.
Add links to your website
Add relevant data to your message and plan

Each site has its strengths and audience opportunities. There are also ways to become efficient in your social networking activities. Ping.fm is once such application where you can add all your networking sites and cross post. It's wonderful!

As time goes on and your content becomes sought after you will find that your audience will grow and the opportunities become endless with little out of pocket costs.

Discipline will be key and keeping your priorities in mind as you work your plan. So instead of 40 years being added to your life maybe 60 years will be your blessing.



Linda Yates has more than 20 years of experience in sales, customer service, marketing, business development and fund raising. She has spoken on topics such as leadership, customer service, personal development and growth, business marketing and communication. She has written for national publications on marketing strategy planning and development and has been a highly sought after asset for a variety of businesses and organizations.

She currently leads the exciting and diverse real estate training experiences on behalf of an industry leading organization. From online

seminars to workshops to boot camps, she implements the educational programs that help investors and first-time home buyers thrive in today's real estate market. With extensive project planning, public speaking and educational training experience, Linda distills complex issues into easy-to-understand messages that help individuals from all walks of life achieve their real estate goals.

Prior to working in the real estate industry, Linda executed motivation and training programs to thousands of individuals from several Fortune 500 companies on their internal processes and strategic initiatives throughout North America.

She is no stranger to the world of technology where she advised middle market companies on leveraging their existing business systems and to how maximize their customer relationships through technology.

Linda's expertise is being a conduit to facilitate growth from a personal or business setting. She believes that if you "talk" about it, you better be willing to "walk the talk".

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