



# CONNECTIONS

EMPOWERING EMPLOYMENT SUCCESS

## Virtual Networking Training Resources



Online social and career networking sites are the latest tools for job seekers. Proficient use of these sites can help improve your job search results and can result in career success.

In using these sites, think about your goals and how to present a professional image. Online networking sites are a great way to market yourself and your professional identity. You can meet job networking contacts or people who can help you find work. Remember that photos in bad taste, use of bad language, and poor spelling can leave connections and employers wondering what type of employee you would be.

Online networking sites can also help you learn about different industries and companies. Companies often use these sites to find and research employees before they decide to interview or hire them.

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## What to know before you log on to a networking site

Some sites allow you to read discussions and job postings without joining. Most sites only let you see or add content after you've created an account.

Always be careful about what you say about yourself and the items you put online:

1. Don't list personal information or post comments, photos, or videos that you wouldn't want an employer to see.
2. Think of everything you put online as public information.
3. Do an online search of your name to see what information and/or images of you are on the Internet.
4. Be careful of scams for fake job positions, training, or job search help.

For online group discussions, follow these tips:

- Find out if the online group has FAQs (frequently asked questions). Read them before participating.
- Stick to the topic.
- Limit your response to the current subject.
- Don't change the subject in the middle of the thread.
- Begin a new discussion if you want to change the subject.
- Consider when to respond to the group or to a specific individual.
  - Respond to the individual if your reply is personal, off topic, or you want to limit the response.
  - Respond to the group when your reply is of interest to the group.

Most job seekers are familiar with the most popular online networking sites including, Facebook, LinkedIn and Instagram, but expanding your virtual networking to additional sites can greatly increase your chances of connecting with those who can help you in your job search. Participation in the following three sites can increase the impact of your professional online presence and help move your career forward.

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## Google Hangouts

Google Hangouts is Google's longest running messaging and video chat service. It is the consumer-level, free version of Google Hangouts Chat and Google Hangouts Meet. The features of Google Hangouts are similar to their professional-level applications minus some advanced features. This app is offered through the sidebar in Gmail and at [hangouts.google.com](https://hangouts.google.com).



1. Start your training from Google's G Suite Learning Center. Google's support page contains all the resources you need to learn how to use Google Hangouts. Learn everything from basic to advanced level features in the training topics and get assistance in managing settings and troubleshooting frequent issues. For training, go to: <https://support.google.com/a/users/answer/9282720?hl=en>.
2. NC State's Google Service Team has a YouTube page with various detailed tutorials. Their introduction video contains a walkthrough of getting started in Google Hangouts. This video will give you a visual demonstration of the program, and when used in conjunction with the G Suite Learning Center will give you a strong grasp of how to utilize the power of Google Hangout. To see the video, go to: <https://www.youtube.com/watch?v=2jhTTzFMZkY>.

## Twitter Chat

A Twitter Chat is the online equivalent of a business networking event through Twitter. At a pre-determined time, a group of Twitter users will meet online and use a designated hashtag as they chat with one another. It is a great way to meet people with similar interests as there are Twitter chats for almost every industry imaginable.



1. The Buffer Marketing Library has developed a step-by-step guide to hosting and joining a Twitter Chat. This guide reviews the basics of what is a Twitter Chat and why it is important to use it. Their Top 10 Tips for Twitter Chats are great for getting the inside scoop on best practices for using this resource. For training, go to: <https://buffer.com/library/twitter-chat-101>.

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2. Sprout Social's guide to Twitter Chats is a great resource for someone who wants to lead and host their own Twitter Chat. It discussed the ins and outs of developing a Twitter Chat and how best to promote it as well as manage it. This insightful resource is a must for anyone who wants to grow their network through Twitter. To access the resource, go to: <https://sproutsocial.com/insights/twitter-chats/>.

### Slack

Slack is an all in one alternative to email and online chatting as the primary method of communication and sharing. It is designed for companies to create condensed channels for group discussions and allows private messaging for sharing information and files all in one platform.



1. Slack's website contains two strong training resources. The first resource contains the top five tips you would need to get started in using Slack. This is a great guide for someone who wants to simply get up and running. For more in-depth information, the Slack 101 training guide contains walkthrough videos and tips to utilize the features of this program to the best of its ability. To access the training resources, go to: <https://slack.com/resources/slack-101> and <https://slack.com/resources/using-slack/slack-tutorials>.
2. This ultimate guide to Slack contains all of the information you would need to become an expert user in this program. Learn how to search through Slack for specific people and messages as well as the vital Slack commands that YOU need to know. To access the guide, click here: <https://thenextweb.com/insider/2015/08/11/the-ultimate-guide-to-doing-anything-in-slack/>.

