



INSTITUTE OF DIRECTORS  
IN IRELAND

# IoD Online Networking Event How to Network Successfully in a Virtual World

with Jean Evans, NetworkMe



@IoDIreland

#IoDevents

 NetworkMe

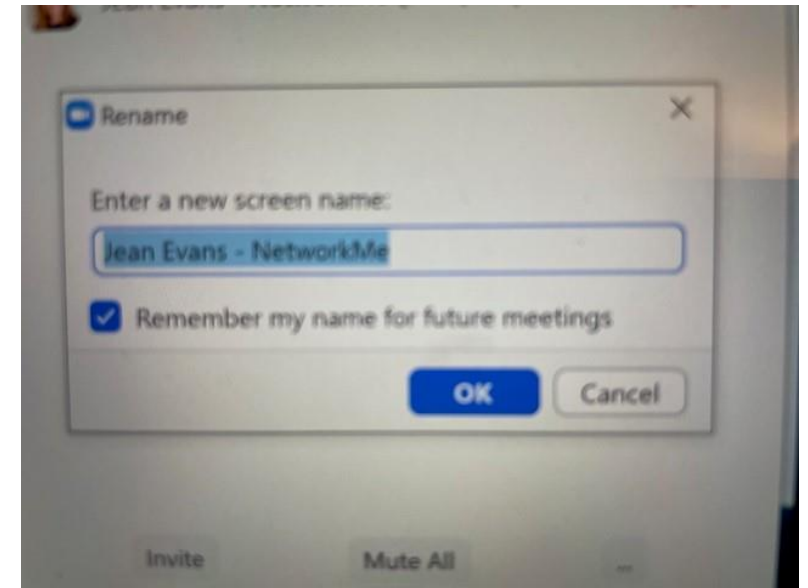
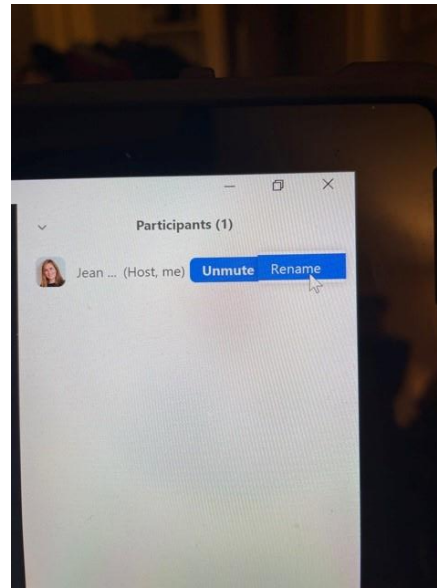
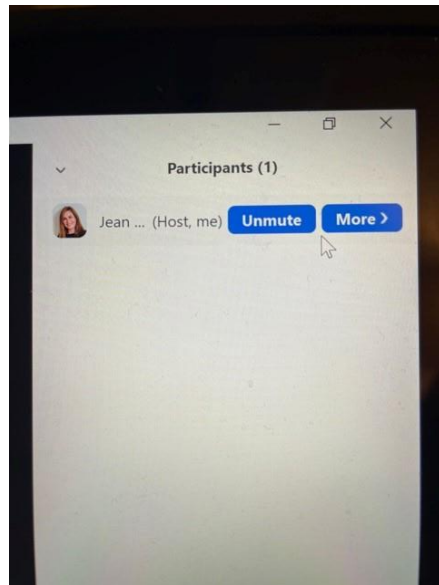
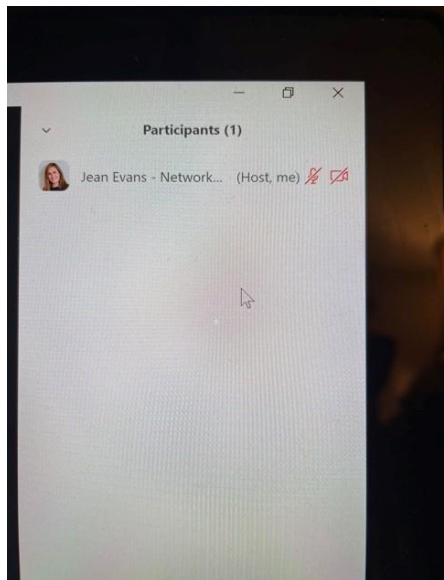


# Agenda

- Recap
- Make it Easy
- Content
- Breakout Rooms

# Getting Started – Renaming

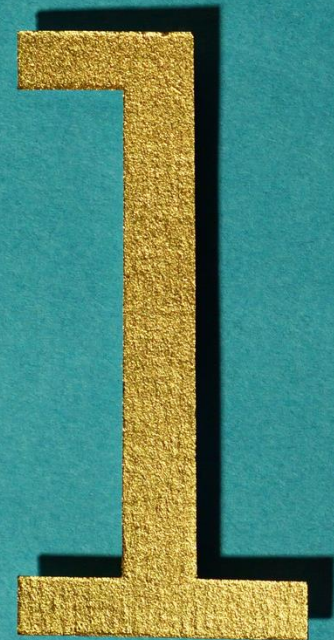
- Rename yourself – business
- Go to participants - hover on name – rename – edit **OR**
- Press 3 dots – right hand side of your picture tile





# 1-2-1s

- The Power of One
- Know, Like & Trust Factor
- Netwalking
- LinkedIn URL in Chat





# Default Diary

Daily (10 minutes)

Quarterly

- Diarise update reminders
- Check contact info is correct

Don't let your profile become a fridge magnet

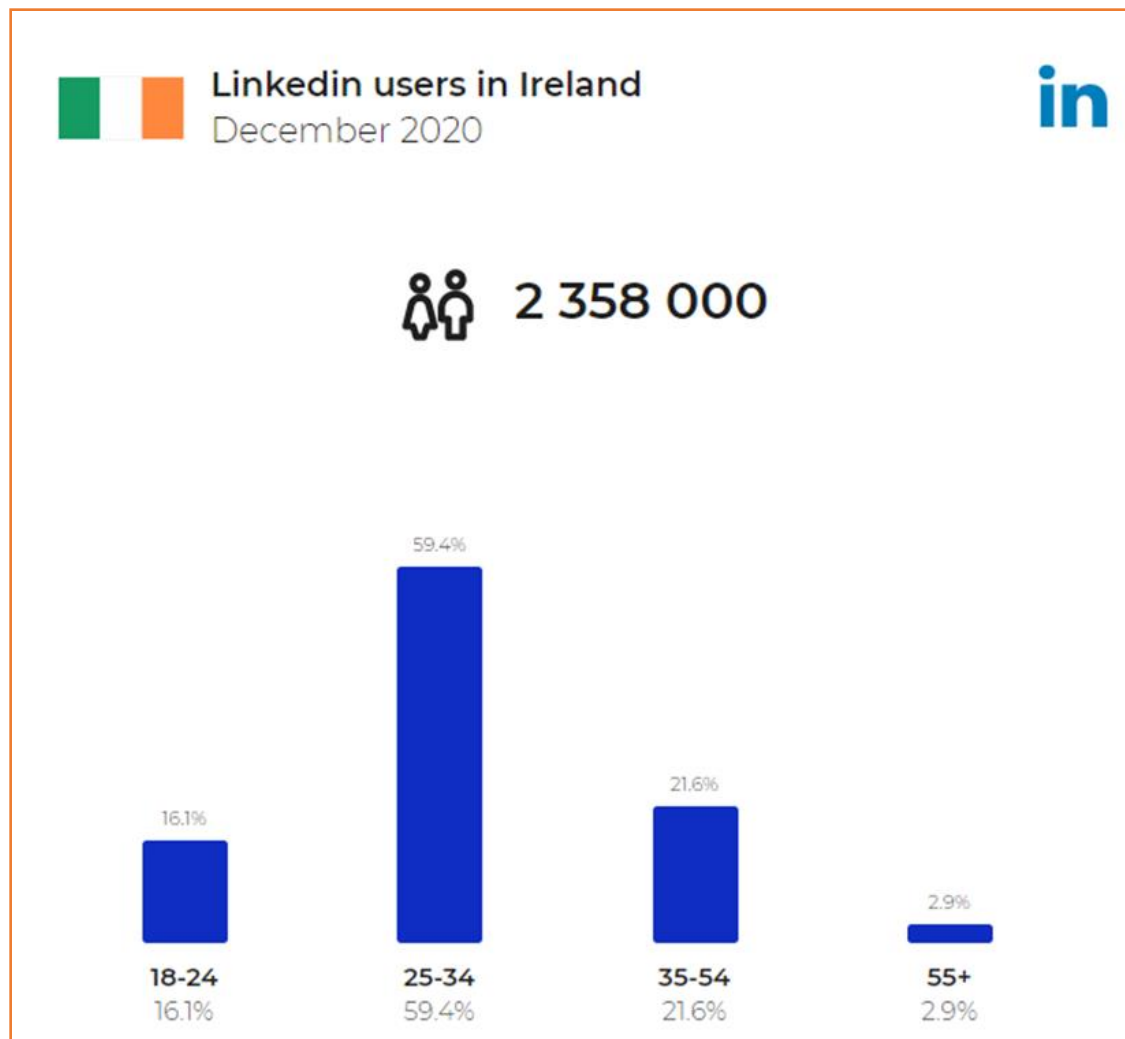
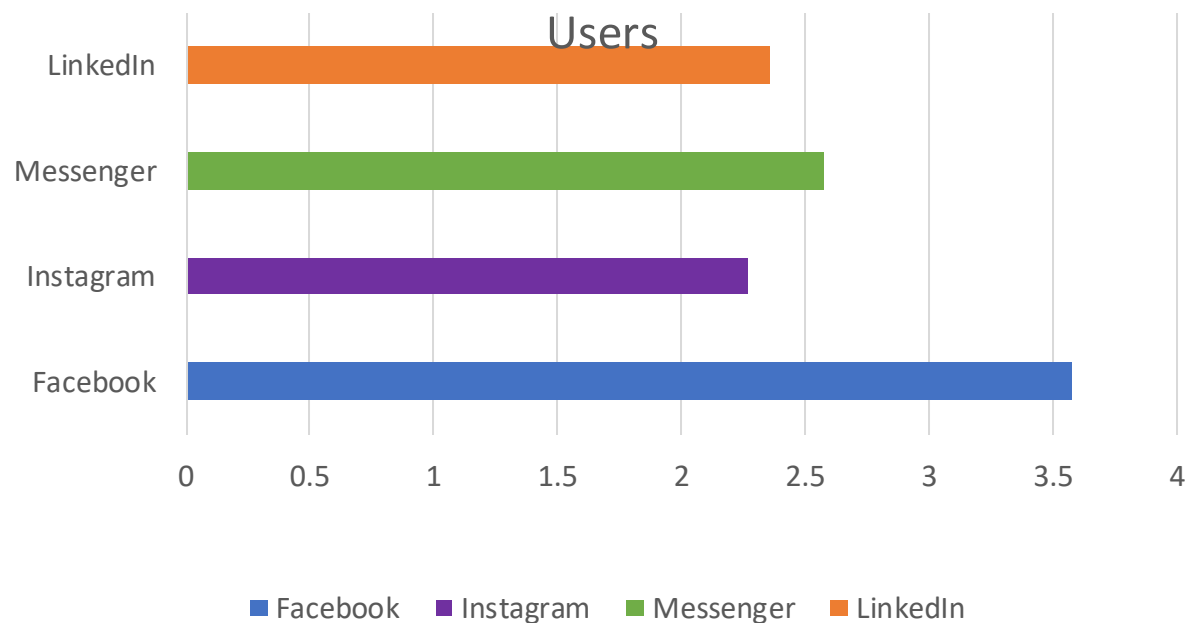


# Ireland's LinkedIn Audience

Ireland = 2.358m LinkedIn users

1.3m 25-34 Age Group

48% of entire population





# Build Your Network

- Build the right type of network. What does that look like?

## Connect with:

- People you meet today.
- Colleagues.
- People you meet at networking events/meetings.
- Suppliers.
- Stakeholders.







# Breakout Room – 10 mins

Name

Company/role

60 seconds about yourself



# Networking

It's not what you know...it's who you know.

or is it?



# Networking

It's who knows you.

or is it?

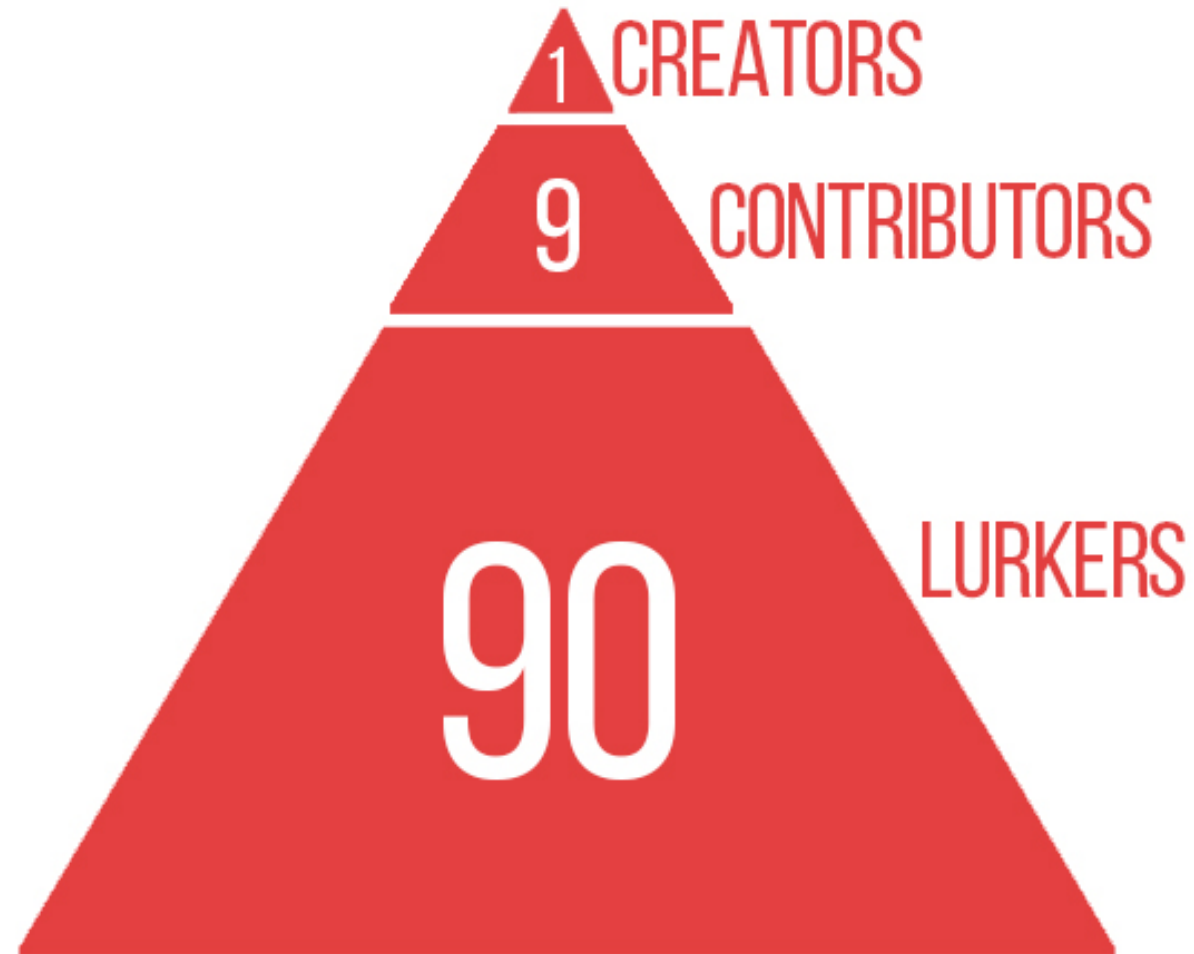


# Networking

It's who knows **WHAT** you know.



# Content Generators





# Content

1%

1 post per week - 9 billion interactions



# Content

LinkedIn filters and ranks posts in member feeds.

1. Personal Connections
2. Interest Relevance
3. Engagement Probability



You joined LinkedIn on 01/4/2009. Let's take a minute to celebrate your last year on LinkedIn.

[Let's celebrate](#)



**450 new connections**

[View connections](#)



**2,195 profile views**

[See who's looking](#)



**4,466 times you engaged with your network**

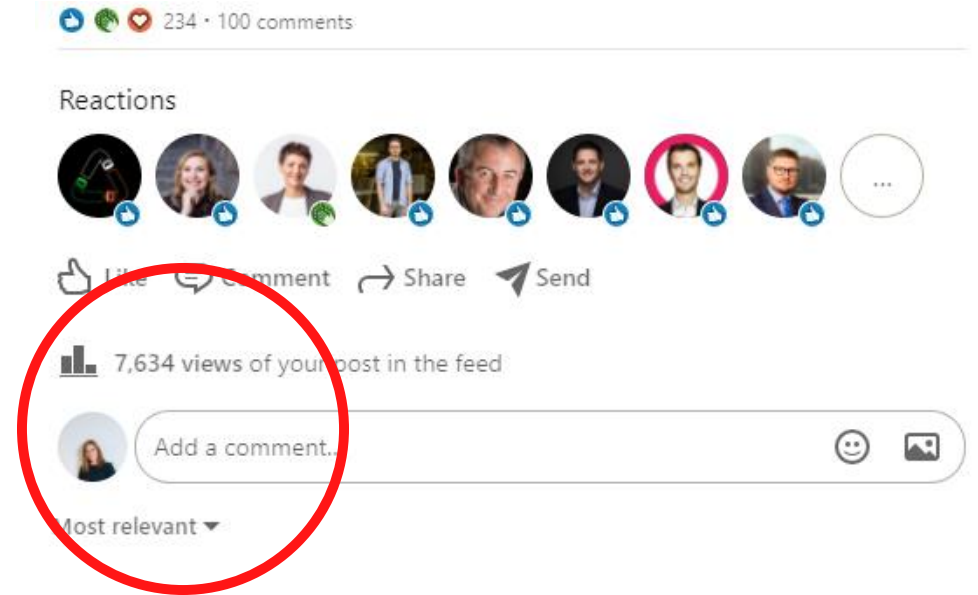
Includes messages, posts, reactions and comments sent to your network

[Send a message](#)



# Content

The quicker and more often you and others are to interact with a post, the better chance the post has of being shown to the target audiences.







# Scheduling

Schedule - to start with, e.g.:

Monday, Wednesday, Friday

Peak times – 10am -11am Tuesday- Thursday



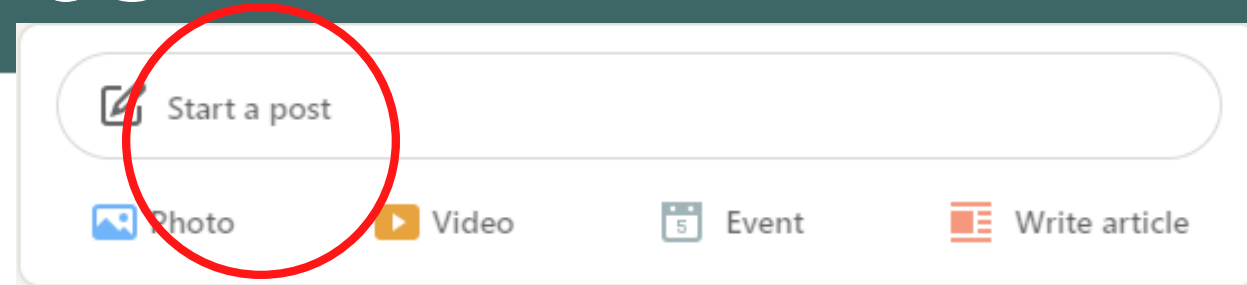
# Content

Content must be informative or educational.

Is my  
content  
adding value  
to my  
audience?



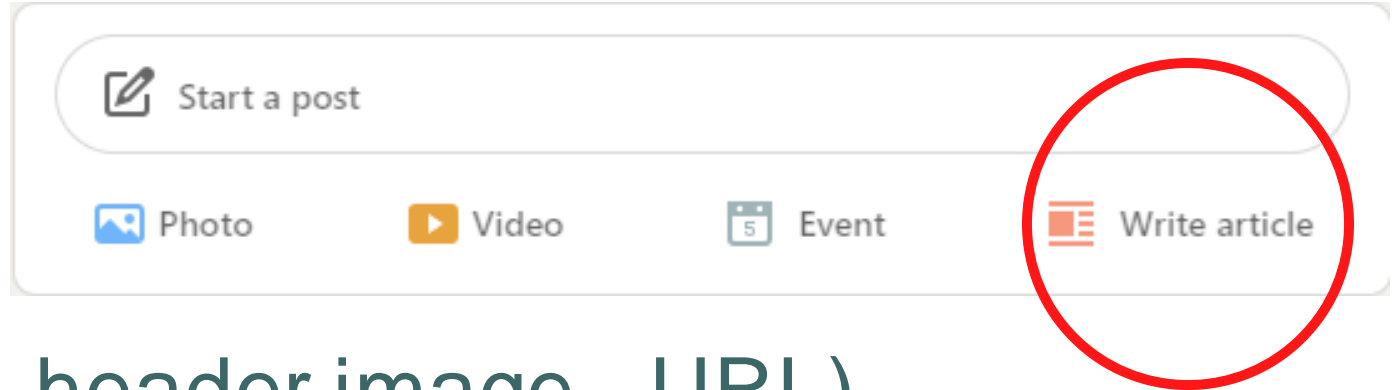
# Content - Examples



- Post something – award, sponsorship, activities, interesting stats, branded infographics, case studies, white papers
- 3<sup>rd</sup> party content or a reshare – relevance and context e.g. news article, pic of event with comments
- Use images/ video (with permissions)
- Put URL of course or article link in comments



# Content - Examples



- Article (longer post - header image - URL)
- Nurture - respond to comments – congratulate
- Always use @ to tag a person, e.g. @Sharon Kirwan
- Happy birthday - happy anniversary - bespoke



## Breakout Room – 10 mins

Name

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60 seconds about yourself



# Content Tips

Demonstrate YOUR expertise

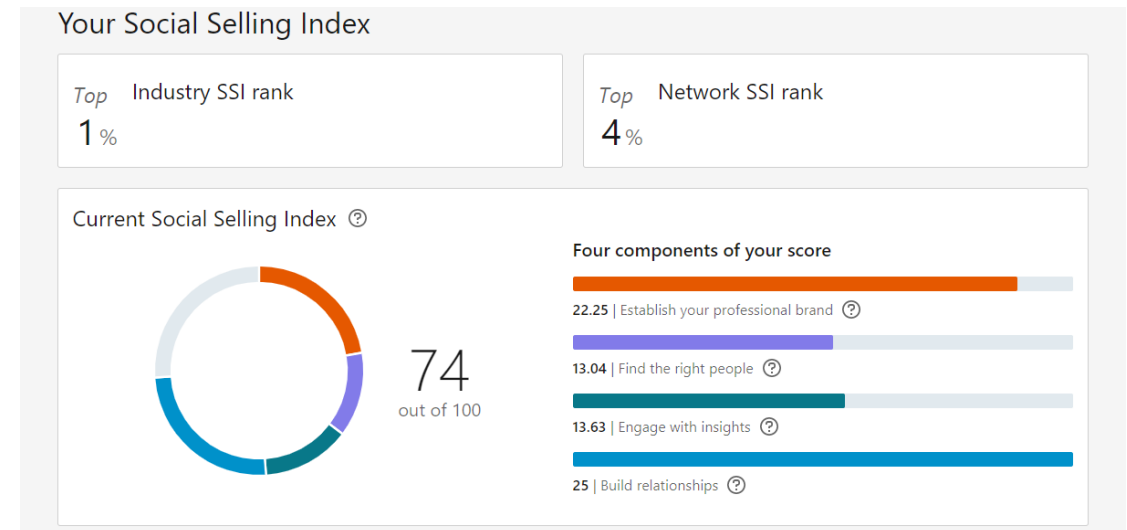
Use hashtags relevant to your industry (competitors)

Share YOUR knowledge

Quality not quantity

Aim for comments and shares

<https://www.linkedin.com/sales/ssi>





# The Case for Video

Earn x3 the engagement (Hootsuite) – short is best

Brand Storytelling

Video Case Studies

Business Introduction Videos

Behind the Scenes or How Things Are Made

Infographics

Updates and Business Events

Meet the Team

Answering an Industry Question

FAQS



# Content Hack

Time management

Batch your work

Use a scheduling system, e.g. Buffer, Hootsuite





# Groups

Follow Groups

Set up a Group

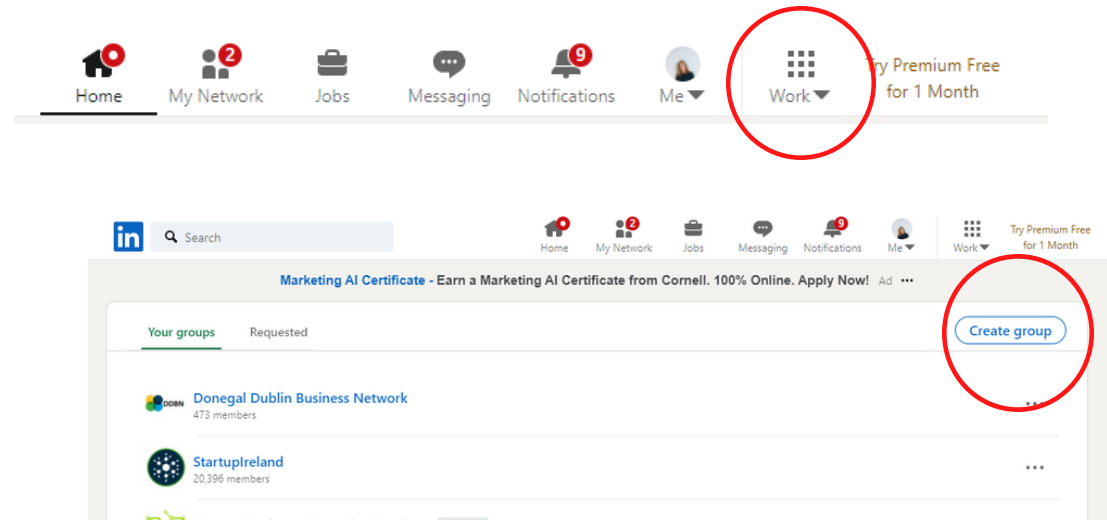
Build relationships

Seek to serve

Add value - comments, your point of view

Follow # hashtags

Post your URL article in groups and comment on value





# What Matters

**CONSISTENCY**  
**IS** 



# Conclusion

- Save Chat
- Register for the May networking event
- Theme: Follow up
- Organise 1-2-1
- Connect on LinkedIn



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