

Build Your Professional Network

“The days when you could get away without being noticed at work are passing. Being seen and being seen to know what you are talking about are becoming more important.” (Euan Semple)

Here are some steps that you can do to build your professional learning network: a network of people whom you can learn from and to put you into contact with a steady stream of new ideas to apply to your work.



What's the State of Play?

- Map out your current Professional Network. Who are you connected to? Are they broad and diverse? Where are the gaps? What industries, networks or areas in your field do you need to tap into?
- Do a Google Search on your name. What does your online profile look like? Is this how you would like to be perceived?
- Explore hashtags of your field on Twitter and delve into the conversations. Who's talking? What are they sharing? Who can you follow?
- Undertake a search on your field on LinkedIn. Who are the influencers? How many of the influencers are you connected with?
- **Now share what you learned to others openly through your enterprise social network or public social network.**



Who are the Players?

- Follow people who are leaders or influencers in your field
- Follow who they follow
- Subscribe to influencers Twitter lists
- Follow and read the books and blogs of influencers in your field
- Subscribe to leaders and influencers YouTube channels
- Subscribe to their email newsletters for ideas (sometimes you can find hidden gems here)
- Create your own Twitter lists of people to follow
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Get in and Play

- Like/Favourite or respond to posts in social networks
- Leave a comment on a blog post you have read
- Provide an online review of a book
- Help someone with their problem
- Ask a question
- Offer support, advice, tips, recommendations and suggestions
- Connect people to others in your network
- Be humble and play nice
- Acknowledge sources
- Create a blog, YouTube channel or curate a board on your topic
- Meet people online virtually & face to face - meet up for coffee!
- **Now share what you learned to others openly through your enterprise social network or public social network.**