

CareerGrowth Group



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Dear Successful Career Professionals

It has taken several months to do some research on Social Networking and its value to successful career professionals seeking career advancement/enhancement or to successful career professionals who are in transition between jobs. In this newsletter I have summarized my views on the subject.

LinkedIn is the best Social Networking site for career professionals to make professional networking contacts. To be a successful career professional you need to have a profile on LinkedIn, but remember it is primarily a way to post your Online Resume and conduct a Job Search. It is a good idea to join Groups as well with employees, college alumni and other professionals in your industry. There is no reliable data available which indicates that using LinkedIn has a significant "success rate" in getting people jobs. So, don't depend on finding your next job through your LinkedIn connections.

You need to have face-to-face encounters in order to make these LinkedIn connections viable and lasting. Face-to-face networking allows you to build upon the types of relationships you've formed online. It is critical to have face time to build a strong connection. Making connections online should lead to a personal meeting.

Beware of all the other social networking sites for any professional visibility. As you all know, I had a terrible experience when I responded to an invitation from a friend through Hi5. This one response caused an attack on my address book and everyone in the database got an invitation to join. Don't respond to Hi5 and consider all the other sites only for purely social fun and correspondence.

I can help you build a profile on LinkedIn and I can help you create a Marketing Plan. To optimize your online connections, you need to do extensive work to create a Strategic Networking Plan and you need to execute it. I hope to hear from you.

Best wishes,

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About Beverly R. Daniel: Beverly Daniel is a career counselor / coach, who helps career professionals move successfully from one level of their careers to another. This can include assessments and evaluations about career choices, strategic planning for career moves, navigating in corporate structures, or moving from corporate to self-employment, or entrepreneurship. She works with lawyers, banking executives, marketing professionals, among others in all functions and industries. Beverly has been in the executive search and career-counseling field for 29 years. She holds a BS and MS in Psychological Counseling. She holds an MBA in Management from New York University, Stern. Beverly studied for a Ph.D. in Clinical Psychology.