

Networking as Conversation.

Know who you are talking to. Listen to what they are saying and what is being said about them. Respond appropriately.
Say things that are meaningful or valuable.

1//Being Found on LinkedIn

The same things that help companies find customers and business relationships can help an individual be found.

- Take advantage of URL customization so that you have a print-friendly way to connect people to your LinkedIn page.
- Accept it as a web 2.0 resume. Take advantage of every area where you can write about yourself including, summary, specialties, honors and awards.
- Use the lesser known applications to really showcase your strengths: blog feed, reading list, box.net files for online version of your official resume if very long, slideshare for your research projects.
- Request recommendations – its easier than paper and is good for the recommender as well. And even people who you haven't sent a resume can read them.
- Search questions and answers.
- Update your status with job search related information: a great article, a book you've read, news from your targeted companies that you are passing along, Congrats to your contacts when they get new gigs, etc.

Remember, every time you add new content to your LinkedIn page, it is featured in the newsfeed of your connections. So, build connections with those you have worked with or want to work with, and then use the feed to keep yourself top of mind in a subtle, professional way.

Another note: due to the friendly relationship between LinkedIn and Google, your LI profile will turn up in a Google search near the top of the list. Take advantage of this opportunity should someone decide to look into you more.

2//Email Newsletter

Sign up for the email newsletters offered by companies you are interested in working for. And stay informed. Participate. Read. Think about how you would fit into their culture and the current undertakings. Often, job openings are shared first through a more exclusive outlet.

3//Blogosphere

More companies are blogging than ever across a variety of industries. Find them. Read them. Subscribe to them. Post thoughtful comments. Be a part of the online conversation.

In certain fields, it may be advisable to start your own blog, where you discuss things you are reading or thinking related to your industry. You become a miniature information authority. Link your blog to your other social media presence or automate it so that new updates will alert your twitter or LinkedIn status.

4//Twitter

- Find people in your desired industries and decision makers.
- Keep up with and pass along their information.
- Get followed by saying and sharing interesting things.
- Share personality.

To find people you want to listen to, or connect with:

[ExecTweets](#) - a platform that aggregates the tweets of top business execs and empowers the community to surface the most insightful tweets in industries like IT, healthcare, government, marketing, PR, business, etc.

[WeFollow](#) - Created by Digg founder Kevin Rose, [WeFollow](#) is a Twitter user directory that organizes people by hashtags. WeFollow is user-generated and anyone can add themselves by tweeting @wefollow with three #hashtags that describe them.

To search tweets for particular companies, industries, news items, keywords:

[Summize](#) - A Twitter search engine, lately shaping into the leader of this space. You can run a RSS feed on your query too and filter tweets by language.

[Flaptor Twitter Search](#) - A simple Twitter search engine. You can get an RSS feed out of your search query as well.

[Terraminds](#) - Another search tool for Twitter.

[Tweet Scan](#) - This is a search engine for Twitter indexing all the public messages on Twitter.

[Twitterment](#) - A search engine for Twitter powered by Google search.

[TwitterWho](#) - Using this, you can search for multiple queries on Twitter at one go.

[Twubble](#) - This also helps find people who share your interests on Twitter. It brings our profiles who your current friends are already following.

5//Social Media as Research Tool

[Twitter](#)

[SocialMention](#)

[IceRocket](#)

[Technorati](#)

[SocialSeek](#) from Sensidea (download)