

6 Points to Consider Before & After Making Meaningful Connections Online

Although the effectiveness of social media is still debatable to many, I think you and I can agree that we've seen its power in action. For example, in July of 2015, I learned about a major 6.1 magnitude earthquake in Surigao del Norte, Philippines on Twitter at least five minutes before any major US news source reported it. That's incredible!

Additionally, according to the Pew Research Center of Internet, Science & Tech, about seven in ten Americans use social media to connect with others, get their news, share information, and to be entertained. Seventy-two percent of US women use some form of social media compared to sixty-six percent of men. Either way, the potential is great for making mutually beneficial connections with like-minded persons on and offline! The real question is how can you successfully do it.

Review Your Goals:

- 1). The first thing you should do before cold calling anyone on social media is to review your personal and professional goals for the next three to six months. Then, think about who has accomplished similar goals that you'd like to connect with.
- 2). Next, make a list of five to seven phenomenal persons you want to reach out to in order to build a supportive and collaborative relationship.

It's okay if you're unsure about your goals because the space below is a brainstorming area for you to determine what goals you want to focus on and who may be able to help or guide you.

My Tentative Goals:	Who Can Assist?
1).	
2).	
3).	
4).	
5).	
6).	
7).	

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Before Connecting:

- 1). After selecting everyone you want to connect with, determine why you want to connect with them. Do you appreciate their products and services, work ethic, or is there another reason? Are you looking for a mentor? Be honest and specific about what you want to accomplish if you're able to obtain a meeting.
- 2). Think about this: how will you reach out to this person? Will you email, or send him or her a private message on social media? And, what will you say? Do extra research to learn about their journey to success. Then, create a short one paragraph introduction to tailor for each person on your list.
- 3). What if they don't respond to your message to connect? If you don't receive a response within a few days, have a mini-celebration. Do something nice for yourself to celebrate taking the initiative to reach out. And, repeat the process by contacting the next person on your list.

Assertive Tips:

My absolute best methods for connecting with amazing men and women are via Twitter, Instagram, and email. If you don't have a current email address for your potential connection, search Google for his or her website to look on their contact page. Then use the provided email, or contact page to send a message. To be even more intentional, sign up for their newsletter to get the senders address and email them.

My Potential Connections:	Email Address:
1).	
2).	
3).	
4).	
5).	
6).	
7).	

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My 30-Day Action Plan:

1). Who do I want to connect with socially within the next 30-days?

2). Why do I want to connect with them?

3). What value can I add to the relationship?

4). How will I reach out to them?

5). How will I **celebrate** taking the initiative to reach out despite the results?

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Sources Used:

Social Media Fact Sheet. (2017). Pew Research Center, Internet, Science & Tech. Retrieved from <http://www.pewinternet.org/fact-sheet/social-media> www.pewinternet.org.