



CHECKLIST

VIRTUAL NETWORKING SUCCESS

☐ **Virtual networking**

- ☐ Making connections online
- ☐ Use available technology
- ☐ Start with current connections
- ☐ Branch out to shared interests

☐ **It's who you know**

- ☐ Who is in your current network?
- ☐ How have you benefited them recently?
- ☐ How can then benefit you?
- ☐ Do they know someone you would like to connect with?
- ☐ Look at their connections?
- ☐ Explore how you can work with them
- ☐ Check with all the connections along the way.

☐ **Nurture your current connections**

- ☐ Connect with them on social media
- ☐ Check in on them through social media
- ☐ Send a text or email
 - ☐ Do not ask for anything
 - ☐ See how they are doing
 - ☐ Listen to the responses
 - ☐ Fill a need if necessary
 - ☐ Be there for them so you can utilize the connection later
- ☐ Invite to networking events
 - ☐ Bring new connections in
 - ☐ Help both of you meet someone
- ☐ new Repeat connections on regular basis
- ☐ Be there when they need something. Makes it more likely they will be there for you.

☐ **Make new virtual connections**

- ☐ Make connections from past connections and some on your own
- ☐ Look through LinkedIn
 - ☐ Send requests to shared connections
 - ☐ Research common interests and make those connections
 - ☐ Send requests with a message to personalize it
 - ☐ Only work with connections that you can use
 - ☐ Avoid spamming or sending out mass invites
- ☐ Use Facebook Groups
 - ☐ Create your own groups
 - ☐ Invite current and new connections
 - ☐ Add information to your email signature to expand reach
- ☐ Use Google Forums
 - ☐ Look up based on interests
 - ☐ Find Forums your connections are already in
- ☐ Join online webinars
 - ☐ Choose ones that go with your interests.
 - ☐ Attend and participate
 - ☐ Do not sit back and just listen
 - ☐ Be an active participant

☐ **Choosing the right tools**

- ☐ Pick a good tool for virtual meetups
- ☐ Try out a few to see what works and what doesn't
- ☐ Think about how you will use it
- ☐ If one does not work, try another
- ☐ Pick from many options
 - ☐ Zoom
 - ☐ Slack
 - ☐ Upstage
 - ☐ Arena

☐ **Master virtual etiquette**

- ☐ Learn how to be polite and nice online
- ☐ Pretend it is in person
- ☐ Do not expect everyone to reply to your message
- ☐ Check the Wi-Fi
 - ☐ You do not want it to go out in the middle of an event.

☐ **Test out the sound**

- ☐ Have someone else check with you
- ☐ Do it in a few areas
- ☐ Arrive on time
 - ☐ Do not make others wait
 - ☐ Show up a few minutes early
 - ☐ Give plenty of time to reschedule if you can't make it

☐ **Introduce yourself**

- ☐ Do not assume everyone knows you
- ☐ Keep it short and simple
- ☐ Have a smile and be pleasant
- ☐ Consider icebreakers to get everyone involved

☐ **Be authentic**

- ☐ Everyone can tell when you are being fake
- ☐ Be yourself
- ☐ Relax and have fun
- ☐ Everyone is excited to see you

☐ **Do not pitch**

- ☐ Everyone knows you want something. Be friendly and personal
- ☐ Save pitches for later
- ☐ Offer something rather than asking for something

☐ **How to virtual network as an introvert**

☐ Set good expectations for the situation

- ☐ Not everyone will respond
- ☐ Not everyone will be on board
- ☐ Enjoy the situation and get as many as possible.

Practice active listening

- ☐ Listen more than you talk
- ☐ Only talk to share important information
- ☐ Learn more about the prospect

☐ Start with ice breakers

☐ Have a follow-up plan

- ☐ Know what to do if the first thing does not

☐ work Know when to say no

☐ **Setting up a virtual networking strategy**

☐ Pick the right social media sites

- ☐ YouTube
- ☐ Instagram
- ☐ Twitter
- ☐ LinkedIn

☐ Not all social media works for everyone

- ☐ Pick professional sites to work with
- ☐ Find ways to be unique and stand
- ☐ out Have a strategy for posting.

☐ Connect the social media to everything, including

☐ invites Always be professional

- ☐ Use the right language
- ☐ Do not work with slang
- ☐ Dress professionally
- ☐ Keep things standard across different formats

☐ **Get found online**

☐ Use the right hashtags

- ☐ Try to make some that are unique and share them
- ☐ Consider what others will look for when searching for you
- ☐ Do not go overboard with

☐ hashtags Optimize the bio

- ☐ Keep it the same on more than one social media account

- ☐ Use the right keywords to get

☐ found Engage with other accounts

- ☐ Do not just post and ignore
- ☐ Respond to those on your page
- ☐ Find other pages with the same likes and interests
 - ☐ Comment and share valuable information

- ☐ Answer messages and questions on your page

- ☐ Share information that others find valuable