

Business social networks

Social networking is such a massive part of all our lives, whether we accept or reject it, that it can no longer be ignored as a social driving force. But are social networking sites such as Facebook, Twitter, and Google+ a force for good or evil? Some people think they're an amazing tool, but others are still worried about their impact on people's lives.

Let's reflect on its advantages from a businessman's viewpoint: imagine two businessmen attending an event, they separate, each taking half the room. At the end of the event, they meet again to see who's collected the most business cards. What did they accomplish? They have only collected a lot of cards that will end up on a shelf, in a drawer, in the trash, or worse, scanned into a computer so they can spam everyone they have just met! Why? What does a business card represent? It's nothing but a piece of paper, with ink and images on it. No relationship has been formed and this networking strategy, by itself, isn't an effective use of time, money or energy.

So, why not turn to social networking as a business strategy to create a net of contacts? This is why a growing number of sites specifically focused on business users and meeting their needs are growing. And this is what LinkedIn managing director Clifford Rosenberg had already guessed in 2010 when he designed a site to allow registered members to establish and document networks of people they know and trust professionally.

So, stop looking only at the dark side of social media! It could also lead to positive outcomes thanks to its way of communication and sharing information!

**1**

Go online and look for LinkedIn or any other great social networking site for business professionals and startups. Make a short presentation to the class.

