

TIP SHEET: SOCIAL NETWORKING



BOSTON COLLEGE
Center for Work & Family
CARROLL SCHOOL OF MANAGEMENT

- **Create a virtual work-life network.**
 - Facilitate sharing of work-life arrangements and stories, which helps communicate the value of existing programs.

- **Create a network for teleworkers.**
 - Help remote employees connect in a virtual environment to share challenges and solutions.
 - Facilitate connections between teleworkers in the same geographic area.

- **Develop “awareness of expertise” in your company.**
 - In existing networks, such as affinity groups, highlight individuals with expertise and how they are connected to others outside of the group.
 - Introduce yourself and your work to one new person in the company every week.
 - Whenever possible, introduce others, highlighting each person’s expertise.

- **Help newcomers get connected quickly (and improve retention rates) by pairing them with a well-connected mentor. Make structured introductions a key part of the on-boarding process.**

- **Add a feature to your company intranet called “How to Build a Stronger Network”:**
 - Emphasize quality over quantity of connections. Ask users to analyze their email traffic by looking at sent and received messages and, based on quantity, ranking the people who contact them and the people who they contact.
 - Where are the value-added collaborations?
 - Where is time unproductively spent?

 - **Highlight the 6 uses of networks. Ask: Does your network fulfill all of these needs?**

<ul style="list-style-type: none">▪ Getting tasks done▪ Career development/advice▪ Political support	<ul style="list-style-type: none">▪ Making sense of events, rumors, or trends▪ Personal support, e.g. after a bad day▪ Sense of purpose, i.e. feeling that work is meaningful
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- **Ask users to rate themselves against these characteristics of “energizers” – people who are more engaged, innovative, motivational, and promote work satisfaction and learning among others:**
 - Strike an effective balance between tapping people in your network to get work done and connecting with these people on a personal level.
 - Maintain an appropriate balance between what you ask for and what you contribute to those in your network.
 - Consistently follow through on commitments you make to those in your network.
 - Fully focus your attention in meetings and one-on-one conversations and show your interest in others and their ideas.
 - Maintain an effective balance between pushing toward a goal and welcoming new ideas that improve on a project or process for getting to a goal.