

# Online Networking

---

## Where can you network online?

- LinkedIn
- Instagram
- TikTok
- Twitter
- Sector related social and professional platforms
- professional and social events
- remote conferences



## Top Tips for networking online

- Follow relevant companies/individuals to build your commercial awareness
- Use a professional profile photo – no selfies, wine glasses or beer bottles
- Succinct, compelling and appropriate bio/profile
- Create your own content that shows off your personal brand and professional work
- Be a contributor, not a lurker! Like/comment/respond to stories. The more you interact on social media, the more visible your profile will become.

---

## What is LinkedIn?

LinkedIn is a professional social network and career development platform. LinkedIn gives you the ability to showcase your profile, expertise, recommendations and connections.

## How can you use LinkedIn to network?

- Contact people you already know
- Explore people you may know
- Search by location, company to explore new connections
- Join LinkedIn groups according to your interests
- Explore LinkedIn events