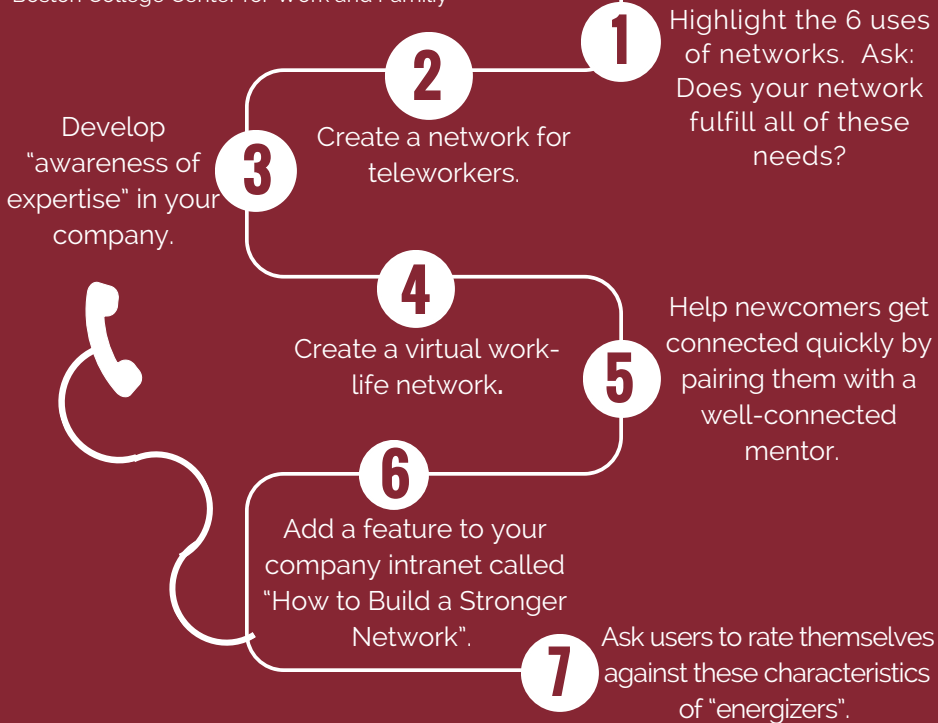


TIP SHEET: SOCIAL NETWORKING

Boston College Center for Work and Family



Tip Details

1. Getting tasks done - Making sense of events, rumors, or trends - Career development - Personal support- Political support - Sense of purpose

2. Help remote employees connect in a virtual environment to share challenges and solutions. Facilitate connections between teleworkers in the same geographic area.

3. 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.

4. Facilitate sharing of work-life arrangements and stories, which helps communicate the value of existing programs.

5. Make structured introductions a key part of the onboarding process.

6. 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?

7. 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. Fully focus your attention in meetings and one-on-one conversations and show your interest in others and their ideas.