

Market yourself

Social networking has become extremely important for hundreds of professionals across the globe, says **Yogesh Bansal**

TO be successful you need to be in the right place at the right time. Online networking sites provide exactly that. They provide the right opportunity and get you connected with the right people or groups. They, in fact, help you to grow professionally. Gone are the days when one had to attend various corporate events and that, too, by travelling across locations to expand his network. Today, however, the scenario has completely changed. Social media participation is becoming an essential tool in networking with new professional contacts, recruitment of employees and keeping in touch with the world. Experts opine that if a professional doesn't participate in social media and networking sites, he is bound to be left behind. The crux of the matter is that connections are everything these days. So, why not become involved with the online social media? Online career networking sites have become extremely important for hundreds of professionals across the globe and also in India.

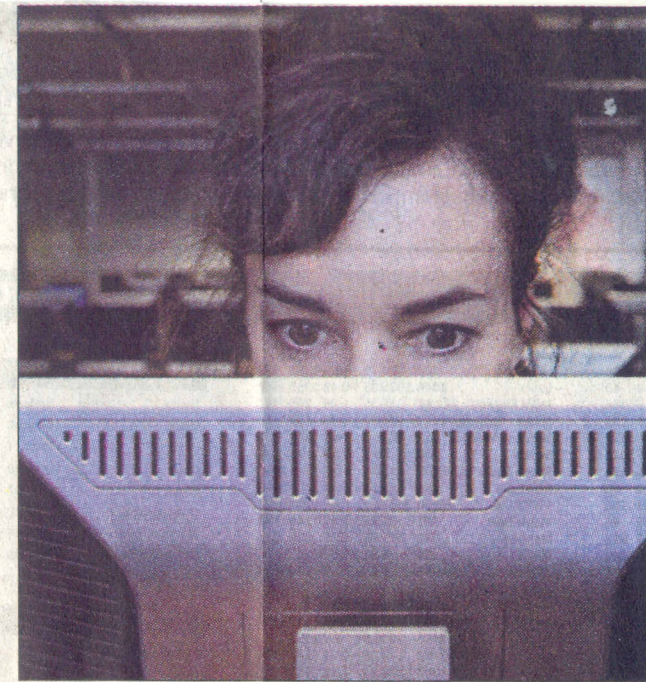
Career or social networking sites have become an integral part of professional life. In fact, those who do not have an active online presence are being increasingly left behind. These career networking sites offer unique solutions to get professionals' personal brands on the web and also give them the power to choose the right kind of career. Even HR managers are shifting their focus from traditional methodologies to the online medium — to a more interactive technique.

These online platforms offer plenty of opportunity to individuals to market themselves better and in an extremely effective manner. All these networking sites enable professionals to promote their skills and expertise in a subtle way, and get recognised by the right target groups. In addition, the viral power of these sites is also helping professionals to get engaged in passive job-seeking. Career networking sites feature a unique viral marketing system

that connects the right professionals with the right organisations. Even today, employers are looking at creative, cost-effective ways to recruit the best talents. And career networking sites are attracting job-seekers from generation Y to the executive level.

It is no more just the professionals; of late students have also started investing a lot of time on these networking sites and are actually finding them quite helpful. Students using social networking sites are actually practicing and developing 21st century skill sets — the *mantra* of success in the long run.

That is why they are developing a positive attitude towards



these sites, especially students of technology, online design etc. In addition, they are also exchanging notes on scripts, poets, content editing and customisation. In fact, these social networking sites are offering them tremendous educational potential.

Social networking sites offer more than just social fulfillment or professional networking; they also have implication for educators, who now have a vast opportunity to support what students are learning on these sites. Educators can take a queue from the forums run or managed by students and can better understand, where the students are coming from and what they are interested in. This further helps them to build on that in the curriculum or methodology. They can even help students realise the benefits of social networking by assisting them to become good digital citizens and online leaders.

There is no doubt that networking sites offer huge benefits to individuals or to professionals or even to students. However, it is extremely important for members to take precaution while posting their profile or connecting persons they find interesting.

The writer is founder and CEO, ApnaCircle.com